# INFORMANT

JANUARY, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

## Individually Choosing the Destiny of Eternal Life

### January Opens 16th Annual "Watchtower" Campaign

### 400,000 New Subscriptions Our Goal in U. S. A.!

[1] Jehovah is a God of freedom. To everyone he offers the opportunity to individually choose eternal life. No restricted or fixed destiny is arranged for us, but as free moral agents we are allowed to choose the course we shall take. He has put before us "life and death," and he instructs, "You must choose life in order that you may keep alive, you and your offspring." (Deut. 30:19, 20, *NW*) Do we really want life? One's course of action reflects the choice he makes.

[2] What has this to do with the 16th annual *Watchtower* campaign? Much! *The Watchtower* is one of the main instruments being used today to set the choice of life or death before the people. How? It shows that the end of this old world is near; it shows that flight to the New World society is essential now; it proclaims the Kingdom as the eternal hope of mankind and, most important, it keeps the name of Jehovah before the world. People everywhere must be shown how very important it is to have *The Watchtower* come to them twenty-four times a year. Make the full offer at every door. A year's subscription for this magazine can start them on the road to life!

[3] Will people come to us for this destiny-choosing information? Ordinarily no. We must go to them. Continuing the training program, mature publishers will take those they are privileged to assist from house to house with them. Carefully they will demonstrate ways of presenting the offer at the door. Talking points will have been selected before going to a door so the true value of the magazine will be shown to the people.

#### Sunday Activity

[4] How many subscriptions will you obtain? To some extent this will depend upon the amount of time you devote to the service. All publishers are encouraged to spend at least two hours each Sunday presenting the offer from house to house and then to make back-calls an hour or more. There are five Sundays in January. Spending a minimum of three hours on just Sundays alone will result in fifteen hours of field service per publisher. True, it means effort on our part, but the added hours will enable us to assist many more to choose life as more subscriptions are obtained.

(*Continued on page 2, col. 2*)

## "Yearbook" and "Make Sure of All Things"

### To Be Regular Service Meeting Features

[1] These two sources of inexhaustible theocratic wealth will receive regular consideration at service meetings from the first of January on. At the first and third service meetings of each month *Yearbook* experiences will be heard. This provides a wonderful opportunity for all theocratic ministers to become acquainted with the preaching activities of their brothers throughout the world. *"Make Sure of All Things"* will be studied the second and fourth service meetings. A study of it will enable us individually to make sure of all things and equip us to effectively use this invaluable aid in the field.

#### "Yearbook"

[2] As heretofore the feature column "Around the World with Jehovah's Witnesses" will group related experiences of Kingdom publishers preaching in the many lands. The two themes appearing in this column may be developed in various ways, such as by discourse, by two or three publishers discussing the experiences, by demonstration, etc. Ten or fifteen minutes will allow for good coverage of a theme.

[3] Every theocratic family will want the *Yearbook* for use each day of the year. At the morning breakfast table, in addition to reading and discussing the daily text and comments, it is recommended that the report for one country be read. The entire *Yearbook* will thus be read by all publishers during the year. You will find this an added inspiration on starting the day.

#### "Make Sure of All Things"

[4] This handy reference book is to be studied from cover to cover. It contains a wealth of knowledge

(*Continued on page 3, col. 2*)

## Something New!

### Special Subscription Slips

A one-month supply of experimental special subscription slips for distributors' copies, a letter outlining the purpose of these special slips and a sample magazine with a slip properly inserted are enclosed with this *Informant* to congregations and isolated groups. Under separate cover, an additional five-month supply of slips is being sent. Pioneers working with congregations are to check with the advertising servant for information on inserting the slips in their distributors' copies.

Starting January 1, 1954, the special subscription slips are to be inserted in all distributors' copies of *The Watchtower* and *Awake!* Advertising servants should be alert during the next six months to see that these slips are properly inserted in all distributors' copies as soon as an issue of the magazines is received. The Society will keep a close check on the number of special subscription slips people send in during the coming months and determine whether or not these special slips are to be continued. Publishers should not use these slips for subscriptions they obtain. The slips are to be used by individuals who obtain distributors' copies and who subscribe of their own accord after reading the magazines. Please do not order additional special subscription slips, for no more are being printed now.

## *Around the World with Jehovah's Witnesses*

### A Wise Choice

Every day of our lives it is necessary to make decisions. Some are of little importance, while others are so great they affect our eternal destiny. As reported in the 1954 "Yearbook" many persons during the last year were assisted to make the wisest of decisions by choosing the destiny of eternal life.

In Algeria a Jewess who had become rich by telling fortunes was met in the house-to-house work. She recognized the truth, made the wise decision to accept it and changed her occupation. Now she is privileged to assist others to choose life. (156)

The "Watchtower" magazine continually helps us to make right decisions. In Finland a woman living in isolated territory subscribed. Not only did it assist her to make the wise decision but also aided her brother and eventually others in the area. (151, 152)

How would you like to help 400 or more persons to study the truth three times a week and assist them to make the wise choice? A manager of a plantation in Guatemala learned the truth and now enjoys this unique privilege. (169)

In Honduras the number of pioneers has increased nicely. One of the pioneers not long ago was an evangelist preacher, much opposed. He became a student of "The Watchtower," learned the truth, and is spending many hours feeding the other sheep as a real shepherd. (173, 174) A Jesuit priest in Peru was shamed by a publisher into buying a Bible. He is now studying the truth. (230, 231)

### The Greater Affection

Jesus said: "He that has greater affection for father or mother than for me is not worthy of me." (Matt. 10:37, NW) When one comes to a knowledge of the truth and encounters opposition from loved ones, a firm stand must be taken to receive Jehovah's blessing.

One young lady in Japan met opposition from her devout Buddhist father, who ordered her from home; she was mistreated in the streets by her so-called "Christian" pastor. She left home and "church" and now is happily obeying Jesus' instructions to 'follow me.' (188)

On coming to a knowledge of the truth a Chinese schoolboy (243) and a native Thailander (264) encountered much opposition from family, friends and former religious associates. Both have shown the greater affection by taking an uncompromising stand for the truth and are now in position to be a blessing to many of their countrymen.

By displaying proper affection for God and taking a firm stand for true worship 'how do you know but that you will save your husband or wife'? asked the apostle Paul. Many husbands and wives have been helped in this regard by believing mates. Note the following: On the day of his baptism a man's wife stormed into the Kingdom Hall demanding he give up the truth. He remained determined, symbolized his dedication and today his wife, as a result of his good example, is a dedicated publisher. (144) Another is found on page 108. Blessings are sure to result if consideration and tact are used with a marriage mate whose heart is inclined toward righteousness.

# *Presenting* THE GOOD NEWS

## With the *Watchtower* Subscription

[1] For the next four months our attention will be centered on offering to people a year's subscription for *The Watchtower*. Knowing from our own experiences what an invaluable aid this magazine is in the study of the Bible, we are in good position to present the subscription offer to all we meet.

[2] *The Watchtower* might be introduced to a householder in this manner: "Good morning. I am one of a half million ministers participating in the dissemination of Bible information. I am sure you will agree with me when I say that what mankind needs today is information that offers a sure remedy for our many problems and a real hope for the future. The Bible foretold present-day conditions and that they would take place in the 'last days,' the time in which we are living. Shortly, wickedness will be removed and God will usher in a peaceful rule. This magazine, *The Watchtower*, explains these and many other things from the Bible. It is published on the 1st and 15th of each month and a year's subscription is only $1. Truly it offers the Bible remedy and sole hope for suffering mankind. These three booklets, given with each subscription, will also be appreciated by you. I have a subscription blank here and will be glad to write out a subscription for you."

[3] Another approach could be: "Good morning. I am working with a society of ministers. We are calling on persons who are seeking peace of mind in these troublesome times. As we know, by reading the newspaper and listening to the radio, there is much unrest throughout the world. Perhaps you, like thousands of others, are worried by these conditions and wonder if they will always exist. If so, you will be happy to know that God's Word, the Bible, assures an end to the evil of our day and that a righteous kingdom will bring untold blessings of peace and security. *The Watchtower* is devoted to telling people about that kingdom, and those who read it regularly find they are no longer unduly worried by world conditions. This magazine helps you to keep your mind on God's glorious purposes and thus to gain real peace of mind in accord with God's invitation at Isaiah 26:3, 'Thou wilt keep him in perfect peace, whose mind is stayed on thee.' You may obtain a year's subscription for *The Watchtower*, which is published on the 1st and 15th of each month, and these three booklets on a contribution of only $1. I know it will help you to have peace of mind, just as it has me."

**Individually Choosing . . .** (*Cont'd*)

[5] The quota for the *Watchtower* campaign is two new subscriptions for congregation publishers and sixteen for pioneers. Last year we obtained 356,324 new subscriptions in the United States. Can we reach 400,000 this year? That is our quota. It can and will be reached if we spend sufficient time offering a year's subscription to the finest magazine on earth, *The Watchtower*, from house to house. (Both magazines, *The Watchtower* and *Awake!* may be offered with six booklets on a contribution of $2. Remit $.90 for each new subscription.)

[6] Start the year off right. Show that you have chosen life by helping others to make the same wise choice. Before us is a four-month campaign of presenting the precious magazine, *The Watchtower*. We know what its pages hold for us. Eagerly take it to others so they too may choose eternal life.

UNITED STATES QUOTA FOR 1954

153,962 Publishers

## Monthly Field Service Report

November Report

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 181 | 145.5 | 60.2 | 7.1 |
| Pioneers | 5,952 | 93.3 | 31.7 | 4.1 |
| Co. Pubs. | 141,071 | 9.4 | 3.1 | .4 |

Total Pubs. 147,204

Public Meetings Held: 9,432

## Increased Mail Rates

Parcel post mail rates have increased again. Please order tracts and forms with literature orders so they may be included in freight shipments. All stock and congregation servants should again refer to page 3 of the *Cost List* booklet regarding 100-pound shipments.

# YOUR SERVICE MEETING

**"Safeguarding the sheep with 'The Watchtower'" shows the need householders have for information contained in "The Watchtower." "Ancestor Worship" illustrates how "Make Sure of All Things" assignment may be developed.**

### Safeguard the Sheep with "The Watchtower"

**SCENE I (3 min.)** Conductor opens with talk on our responsibility to people in the territory. He reads Ezekiel 33: 7-9 and admonishes each publisher to think about his territory and how it was cared for during the past year. A new "Watchtower" campaign is starting. Are you going to be diligent in offering this most-needed magazine to all in the territory?

**SCENE II (12 min.)** A series of skits, each about 3 minutes long, illustrates how material in "The Watchtower" would be a blessing to people confronted with worldly quarrels, sorrow, etc. A hidden voice may keep continuity between skits. First, a man and a wife are quarreling. Woman accuses man of having lost interest in home and family. Husband charges wife is trying to run everything. Sharp words are exchanged. Hidden voice says: "Whose territory do these people live in? Oh, Sister Negligent's. She was lax about offering 'The Watchtower' in last year's campaign. How much happier these people could have been if they had been subscribers and read the January 15, 1953, issue. Suppose they had." He then reads paragraph starting on bottom of page 39 and concluding on page 40. Husband and wife realize how foolish they were and resolve to live at unity before God. Another family lives in Sister Active's territory. They subscribed for "The Watchtower." When Sister Active returns to bring their next copy (February 1, 1953) they say they are so busy they just do not have time to read the magazine. She turns to page 75 and reads excerpts under "Making Our Decision Today," which helps subscriber realize the importance of learning Bible truths and being able to make a wise decision.

Next a look is taken into a home where a mother is mourning the death of her son. Sister Negligent might have been a source of blessing to her by presenting "The Watchtower," for in the June 15, 1953, issue, page 381, paragraph 21, she might have read and have been comforted by this: (Read it). The last skit shows a man bringing in the mail, which contains the daily newspaper and "The Watchtower." On looking over the newspaper he relates it contains only bad news, troubles, woes and whatnot. How long can this continue? Then his eye falls on "The Watchtower," and he notes the title of the main article of the February 15, 1953, issue "When Will God's Kingdom Come?" Yes, when? He turns to the article and reads the first 12 lines of paragraph 1, page 113, then paragraphs 3 and 4. "This is different!" he exclaims, and decides to read the entire article, for he wants to know 'when God's kingdom will come.'

**SCENE III (3 min.)** Conductor concludes by contrasting how much Sister Negligent missed in theocratic blessings and how much Sister Active accomplished by calling with "The Watchtower." He tells how demons are driving world to all kinds of delinquency and emphasizes the stabilizing effect God's Word has on honest-hearted ones in territory. Do your share by regularly presenting "The Watchtower" from house to house during the next four months.

### Ancestor Worship

At the home of Mrs. Eager are Zealous and the publisher he is privileged to assist in the training program. She is discussing the death of her parents, which has brought a great deal of sorrow and distress into her life. Through her regular offering to the church she derives some comfort in knowing that prayers are being said in behalf of her parents. "It is the right thing to do, isn't it?" she asks. Zealous replies it is good to know the Creator's mind on the matter. Thus it is very proper and instructive to turn to the only source of comfort and aid, God's Word, the Bible. He suggests that Mrs. Eager get her Bible and the three consider what the Bible has to say on this subject.

Using "Make Sure of All Things" as a guide Zealous turns to the section on Ancestor Worship. He relates that if one prays for the dead this necessarily indicates that he believes the dead are conscious in one form or another. Does the Bible show this to be true? Under the heading "Ancestors Not Conscious, Unable to Help" Zealous selects scriptures and has Mrs. Eager read them from her own Bible. Pondering over the scriptures she read, Mrs. Eager concludes that prayers for the dead accomplish nothing, that if one is to do good toward a parent it must be done while parent is alive and able to appreciate it. Publisher joins discussion by commenting that the Bible offers further evidence to prove Mrs. Eager's conclusion. From "Due Respect for Living Parents Proper" texts are discussed. The scriptures firmly establish the matter for Mrs. Eager.

She next inquires what would be the proper course to follow if instructions from parents differed from God's. Zealous replies, "There is a way which seemeth right unto a man, but the end thereof are the ways of death." (Prov. 14: 12) Thus man is unable to direct his ways without first taking God into consideration. Turning to the section "Obedience to God Before That to Parents," Zealous points out scriptures that prove the wise course is to show obedience to God and then goes to the section "Worship Due Jehovah" to illustrate the importance of loyalty to God being put first. Mrs. Eager is very happy to have this matter cleared up and accepts Zealous' suggestion that she study chapter VI of "Let God Be True" before next week, when Zealous and publisher will return.

**"Yearbook" . . .** *(Cont'd)*

specially prepared for our use. Be sure to bring it to every second and fourth service meeting of the month and follow closely the material considered. "*Make Sure of All Things*" will be covered by various types of demonstrations, question-and-answer and round-table discussions, discourses, group discussions of Scriptural application, etc. Each issue of the *Informant* will carry a box entitled "*Make Sure of All Things*", as at right. The material to be considered at the service meeting will be specified and also a suggestion for developing it. Usually fifteen to twenty minutes will allow for good coverage of the material. From time to time, as in this issue of the *Informant*, the "Your Service Meeting" column will illustrate how assignments can be developed. Be sure to make sure of all things by regularly attending and participating in this grand study.

## Study of the Hebrew Scriptures

Have you ever wished that you could take the Bible and go through it verse by verse and get the full wealth of meaning from its pages? Not many take the time to do this regularly. But if we had a regular schedule to follow each week and if this was made a part of our congregation meetings, would we not be able to fulfill this hope? This is what the theocratic ministry school will make possible for us under the new school arrangement starting this month.

Think of it—the thrilling account of creation and the history of Jehovah's people: the laws and commandments given to them; the blessings bestowed when faithful and the afflictions experienced when disobedient—all this and much more to be considered verse by verse! The study of Volume I of the *New World Translation of the Hebrew Scriptures* will be so interesting and instructive that each member of the New World society will want to be on hand for each school session. Profit from the instruction talks on the most important subjects in the Hebrew Scriptures and listen to the reading of the account by the student speakers. Then participate in the audience discussion of salient points in the portions for the evening's study. Preparation beforehand and participation in the study will provide a wealth of knowledge of Jehovah's Word, which will enrich your faith and your appreciation for the things Jehovah did in the past and yet will do for his people. This, in turn, will equip you to wield the "sword of the spirit" with greater efficiency.

***"Make Sure of All Things"***

**2nd week:**

Foreword (pages 5-8)
Discourse by mature brother

**4th week:**

Ancestor Worship (pages 9, 10)
Back-call developing (1) ancestors not conscious, (2) proper respect for parents, (3) obedience and worship due Jehovah.

# Become Skilled in Your Work

## Keynote Is Efficiency

[1] Jehovah has demonstrated superlative skill in all his accomplishments. An appreciation of this has exalted his name above all other names in the minds of his true worshipers. It is only proper, then, that his worshipers demonstrate skill in doing the work he has assigned to them, for a skilled worshiper will stand in a position of favor before the King and make glad his heart. —Prov. 22:28, 29, *AT*.

[2] With a desire to improve their ministry, during February, Jehovah's servants will offer a year's subscription for *The Watchtower* and three booklets, on a contribution of $1. True worshipers are not satisfied with just a presentation. They desire to skillfully present the King's message and point out to persons of good will the value of having *The Watchtower*. This can best be done by preparing and delivering a three- to eight-minute sermon at every door. On meeting objections, a skilled minister will be ready to give a tactful reply and at all times will show warmth, love, consideration and kindness as Jehovah's name is exalted. Be familar with the magazine's many features and be proficient in pointing them out to householders.

[3] True ministers are deeply concerned about the eternal welfare of those who show love for Jehovah's comforting message. Righteousheartedones, located through intensified house-to-house preaching, will be looked after with a skill befitting God's representatives. This skill is demonstrated in back-calls made effective by planning, forethought and preparation, always with the goal in mind of starting home Bible studies.

[4] Let all Kingdom publishers strive to be experts in the field of Kingdom preaching, effective in door-to-door presentation, proficient in making back-calls, and adept at starting Bible studies. Strive to become skilled in *your* ministerial work.

## Public Meetings for 1954

The titles for public talks in the 1954 series are:

1. Hope in a New World
2. Heaven, Hell and Resurrection
3. Why the Bible Is True
4. The Conquering Power of Faith
5. Are You Ruled by Fate?
6. The Urgency of Our Times
7. Can Persons Now Living Never Die Off Earth?
8. What Hope for Permanent World Peace?

These talks may be started on April 18 or as soon thereafter as possible. With this *Informant* are three sets of outlines. One set should go in the school library. The other sets are to be used by brothers who prepare talks. Male pioneers working with congregations will work with the congregation copies. Isolated male pioneers will be sent a set. The congregation servant and the school servant should select mature capable brothers who qualify to give public talks and make talk assignments right away.

Starting March 7, the circuit servant's public talk will be "Living for the New World," and soon the district servant's public talk will be "Is Civilization's End Near?"

Order handbills at least one month in advance in the East and six weeks in advance in the West. Send your orders as soon as possible for the 1954 series, double-checking each item. As of April 1, handbills will be printed for only the 1952, 1953 and 1954 series. Write "Handbill Order" on the envelope.

# CONGREGATION ORGANIZATION

## District Servant's Schedule

[1] The Society assigns the district servant to visit each circuit in his district approximately every six months. Provision has now been made for him to spend an additional week in each circuit working with the circuit servant at the congregation scheduled to be served prior to the week of the assembly. During this time the district servant will work with the circuit servant as he goes through his routine of serving the congregation and will give him counsel on improving his work and his ministry in the field. There will also be opportunities for local publishers to receive training from the district servant in house-to-house preaching.

[2] It can readily be seen that this arrangement will permit the district servant to give helpful training and suggestions to the circuit servants (and their wives, if married), which, in turn, will be used in strengthening the congregations served by the circuit servants. While the district servant is with a congregation, he will attend all congregation meetings as well as servant and pioneer meetings. He will support all service arrangements and observe where improvements can be made. He will supplement the counsel of the circuit servant when thought necessary. At the end of the week's visit, the district servant will give the final half-hour talk to the congregation.

[3] The circuit servant may wish to schedule a particular congregation to be served while the district servant is with him. He may wish the mature counsel of the district servant in serving the congregation. This is permissible if serving that congregation will not require extensive traveling for both him and the district servant. The circuit servant should make the most appropriate arrangements. The congregation to be served should be notified by the circuit servant ahead of time so it will know of the district servant's visit and can prepare accordingly. The district servant will write to the circuit servant a month or so in advance relative to the arrangements made, as well as other matters that may need attention, and the circuit servant can acquaint him with the arrangements.

[4] The second week of the district servant's visit with a circuit will be spent at the circuit assembly city. On Tuesday evening the district servant will give an hour service talk to the congregation and outline the week's activity. Tuesday afternoon, Wednesday and Thursday will be spent training local brothers in house-to-house preaching. The remaining three days will be occupied with assembly matters. The district servant will serve as chairman of the assembly. After two weeks with the circuit servant, the district servant will fill out a report on the circuit servant (including his wife) and send it to the Society along with his circuit assembly report.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

FEBRUARY, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Become Skilled in Your Work

## Present *The Watchtower* from House to House

### Everyone to Have a Share

1 Skill is what changes ordinary labor into efficient and productive work. We may be able to perform a work with limited knowledge and ability, but the precision of skill is what makes it possible for one to perform more and better work, with greater ease and less expenditure of energy. A skilled man will make much progress and advancement. "You see a man skilled at his work? He will stand in the presence of kings; he will not stand in the presence of obscure men."—Prov. 22:29, *AT*.

2 The preaching of the good news is the most important work on the earth today. It is, therefore, deserving of our best efforts. As we use *The Watchtower* in reaching persons of good will with the liberating truth, let us endeavor to use it with skill. Upon receiving the latest issue become acquainted with the information in it. Remember our desire to give an effective three- to eight-minute sermon at the door and when reading the issue select a few scriptures for use as a basis for your sermon. This will enable you to tie in your witness with the issue being presented. Many honesthearted persons will subscribe for *The Watchtower* as you skillfully point out to them the value of having it come into their homes regularly for study with the Bible.

### Training for Skilled Work

3 Reports from all over the country indicate that the training program has been instituted in most congregations with good results. Desiring to become more skilled ministers, less experienced publishers will gladly respond to the assistance given by servants and more mature publishers in the congregation. In addition to being trained to give good presentations at the doors include back-call and home Bible study activity. Before long many now being assisted will be privileged to aid others.

4 Throughout February offer a year's subscription for *The Watchtower* and three booklets for $1. Have you obtained one or more subscriptions? Remember, the minimum quota for the campaign is two subscriptions for each publisher and sixteen for pioneers. With each publisher skillfully presenting *The Watchtower* from house to house regularly, we should reach and exceed the national quota of 400,000 new subscriptions. Month by month the subscription chart below will keep us abreast of the progress of the campaign.

5 The foremost means of obtaining subscriptions is house-to-house work. Plan to have a regular share in group witnessing Sunday morning, arranging to spend at least two hours in house-to-house witnessing and an additional hour making back-calls. After making every effort to obtain a subscription, invite people to obtain a single copy for 5c or two of the latest copies for 10c. After reading these, undoubtedly many will wish to subscribe, so call back in a week or two. Be sure distributor copies have the new special subscription slip in them so obtainers of single copies will have the subscription offer before them. Congregations should be sure to have sufficient distributor copies on hand for use during the remainder of the campaign.

6 The time before Armageddon grows short and there are still many who are yet to be gathered into Jehovah's new-world society. "Really, then, as long as we have time favorable for it, let us work what is good toward all." (Gal. 6:10, *NW*) More than this, let us take a real interest in our work so that we do it with skill and zeal.

## NOW YOU TOO CAN BE A VACATION PIONEER!

Have you often felt and wished that you could be a pioneer? Well, now you can, for under the new vacation pioneer arrangement virtually every dedicated publisher will be able to vacation pioneer sometime *every* year. The details for this new arrangement, outlining how one can vacation pioneer for as short a period as a two-week vacation, are set out in a letter to the congregations being sent with this *Informant*. This letter will be thoroughly discussed at the service meeting. After acquainting yourself with what is required, start planning now to be a vacation pioneer. The Society will be pleased to send you a vacation pioneer application and information letter upon request.

## Following Through on Subscriptions

1 On obtaining a subscription for *The Watchtower* or *Awake!* the heart of a Kingdom publisher is made glad. He knows that the subscriber will regularly receive information in the magazines that sets one free and that the subscriber may become part of the New World society.

2 To aid these potential or prospective other sheep subscriptions should be followed up. First of all, after obtaining a subscription the publisher is encouraged to call back and deliver current issues of the magazine until the subscription starts coming through the mail. Often these follow-through calls develop into good back-calls, and Bible studies are started. Delivering current issues provides an excellent means of stimulating interest, pointing out additional truths and encouraging the subscriber to carefully search the magazine's contents.

3 When subscriptions are turned in by publishers the accounts servant will see that they are properly written up on the Subscription Record sheet in triplicate. The original copy, after being checked by the congregation servant, will be forwarded to

(*Continued on page 2, col. 2*)

## *Around the World with Jehovah's Witnesses*

### Skilled Workers

A skilled worker does his work with delight and derives great satisfaction from doing it well. Skill must be developed and does not come without effort. To become skilled ministers Jehovah's witnesses study the Bible, regularly attend meetings and use their knowledge of God skillfully in assisting others to know Jehovah's glorious purposes.

Sometimes people are misinformed about us and our work. As reported in the *1954* "Yearbook," such an incident occurred in Italy. (184) By skillfully handling the situation a good witness was given to a police sergeant and the circuit servant was permitted to continue his work.

In Pakistan friends and relatives of a Moslem were surprised to see him engage in Christian work. One of his acquaintances was convinced that it was his duty to kill him for leaving Islam. Skill was used by the former Moslem and now the acquaintance is showing interest. (225)

A skilled minister in Turkey was able to substantiate the Bible's truthfulness over evolution. A religious clergyman who attended commented he wished his church had even a few such skilled ministers. (167)

Does it take many years to become a skilled house-to-house publisher? Not if one applies himself and seeks to become a skilled minister. A new brother in Indonesia, after just a few studies, started witnessing on his own. He placed 150 bound books in three months. (182, 183)

### Missionary Experiences

To preach 'this good news of the Kingdom throughout the inhabited earth' the Watchtower Society established the school of Gilead. Qualified pioneers from 52 countries have received missionary training and now serve in many lands. Their experiences are many and interesting.

In 1950 the Society sent three missionaries to Ethiopia. They enthusiastically began their work with the goal "each one find one." And many did they find, for there are now 83 publishers in Ethiopia and many more persons of good will are being found and fed. (148, 149)

Missionaries in Indonesia have surmounted various problems to share in theocracy's increase. (181, 182) At Manado 95 per cent of the people cannot read. Missionaries often have 200 or so persons listening to them explain Bible teachings, the discussions lasting until after midnight. Day and night these, as all missionaries, untiringly serve Kingdom interests. A few additional experiences are found on pages 78-81, 97, 102, 139, 140, 164, 193.

The attitude of all missionaries toward their God-given assignment to preach in the uttermost parts of the earth was well expressed by the report from Pakistan: "So long as men like this [see experience p. 225] can be contacted in this land of pagan darknesses, just so long are the missionaries willing, yes, eager to remain. When entering a foreign assignment, it is not the filth or the absence of it, not the poverty, disease or even persecution that makes an assignment good or bad, but it is the degree of interest shown toward their message that makes the going easy or difficult."

# Presenting THE GOOD NEWS

## From House to House in Cold Weather

1 *Watchtower* subscriptions are not always obtained quickly in house-to-house preaching. Sometimes it takes a few minutes to point out to a householder the many merits of the magazine before he is inclined to subscribe. In cold weather householders are not anxious to stand at the door and be exposed to the cold when they are dressed for indoor temperatures. If a publisher could enter the home, the householder could listen in comfort as the good news is effectively presented. But how can this be done tactfully and wisely?

2 Occasionally a householder will invite you in, but in most cases the householder does not think of doing so. As a minister inquire if you may step in for a minute. Necessarily this must be done with the greatest of care so the householder does not feel he is being intruded upon. The publisher should be warm, friendly and tactful. When properly approached many householders are glad for the suggestion and will invite you in. The following introduction has been used with fine results: "I am Mr. ——, a minister of good news. In our Bible-education work I am calling on you with good news about God's kingdom. May I step in a minute?" By stating your name and mission the householder is put at ease by knowing the purpose of your call.

3 If the householder consents, a brief comment on entering, such as, "Now I can't stay but a minute, but it will keep you from chilling your house," will assure the individual that you are not going to overstay your welcome. This puts the householder's mind at ease and he is prepared to listen as you interestingly point out the fine features of *The Watchtower* and its value to all Bible-lovers. By tactfully inquiring if one may step in for a minute, obstacles presented by cold weather can often be overcome to a great extent and an effective testimony given.

4 Of course, the householder will not always consent to the Kingdom publisher's entering his home. If no invitation is readily received, do not persist on being invited in. Rather, quickly bridge the situation with a comment, such as, "Well, the purpose of my visit is . . . ," and go on to give your witness.

5 A note of caution: On being invited into a strange home it is wise to stand just inside, by the door, especially when working alone, for these are evil days. Kingdom publishers, particularly sisters, will be conscious at all times that they are called upon to preach to "all kinds of men."

## Following Through . . . *(Cont'd)*

the Society each week. The duplicate copy is filed by the accounts servant and the triplicate copy is given to the Bible study servant so he can pass new subscription information on to congregation book study conductors. In about six weeks from the time of obtaining a subscription, the congregation book study conductor will check to see that back-calls are being made on the subscriber by the publisher who obtained the original subscription.

4 *Watchtower* and *Awake!* subscribers enjoy reading their magazines. They are not just another journal to them, for a goodly number freely express their appreciation for the magazines. Particularly are these comments heard when following through on expired subscription slips sent out by the Society. Why, then, do they not renew on their own when the year is up and the subscription is about to expire?

5 Many persons do not find it convenient to renew their subscription by making out a check, money order, etc. Further, they may overlook the notice to renew when it appears under the cover of the magazine. What has been suggested to help subscribers renew their subscription early? Let us review the arrangement suggested in February, 1952.

6 Two months before subscriptions are to expire the Bible study servant will see that the information on the Subscription Record sheet is copied off and given to the congregation

*(Continued on page 4, col. 1)*

# YOUR SERVICE MEETING

### Considering the "Yearbook"

**SCENE I (3 min.)** Conductor opens with a talk on the "Yearbook." Being interested in "this good news of the kingdom" spreading to all the inhabited earth, he will emphasize the importance of all reading the entire "Yearbook," as suggested in the January "Informant," and the merits of a family's starting the day by considering the daily text.

**SCENE II (12 min.)** Family of four gathered at breakfast table. Head of family has "Yearbook" and for reference "The Watchtower" from which the text for the day is taken. Father invites son to read aloud the scripture. (To illustrate, the text for February 5 will be used here, but when demonstration is put on the text for that particular day should be used.) After text is read (John 15:8) father asks for question. Mother responds, asking: "How is it that we prove ourselves to be Jehovah's witnesses?" Each member of the family eagerly joins discussion. One points out we must take in knowledge of Jehovah's Word and then show we understand the principles expressed by practicing righteousness. Another, that we must know Bible facts in order to contradict old-world ideas and tell others what we have learned, for that is what is required to witness for Jehovah. Other thoughts are that we must recognize Jehovah as Sovereign and preach his message, not our own; that all features of field service should be engaged in; by dedication, living up to new-world principles and preaching we prove ourselves to be Jehovah's witnesses.

The "Yearbook" comment is then read, after which the father turns to page 139 and comments, "Today we shall learn what our brothers in the Dominican Republic did last year." As he reads the report the rest of the family listens carefully, thoughtfully considering the difficulties our brothers encounter there. On concluding the report, Jehovah's blessing is asked and family begins to eat breakfast. The father comments how fortunate they are to be free to preach without the restrictions imposed on our brothers in the Dominican Republic. Mother is reminded that there is nothing to keep her from the morning contact for field service, which she plans to support. Children relate they appreciate morning "Yearbook" report and when studying countries in school they think about what they have learned of our brothers in those countries. Father comments that though it means coming together at the table a few minutes earlier to carry out the suggestion given in the January "Informant," it is apparent all the family profits very much from the morning discussion Certainly there is no better way to start a day than by thinking on God's Word.

**SCENE III (3 min.)** Conductor sums up demonstration by stressing value of maturity and unity gained by morning discussion of text and daily reading of a report from other countries. This arrangement is recommended for all members of the New World society.

### Results of Encouragement

**SCENE I (6 min.)** Publisher talking with four visiting friends has not been very successful in the "Watchtower" campaign and is a little downhearted. They encourage him with helpful counsel. (Each speaks about a minute.) One brings out the optimistic new-world outlook of "Watchtower," which makes it different from old-world magazines. The second explains how the powerful Word of God, which is "Watchtower's" foundation, has drawing power if magazines are taken to other sheep. The third tells of magazine's timeliness and benefits of its regular receipt. The fourth describes universality of it with circulation of 1,800,000 in 39 languages. Has publisher been going out regularly? On hearing his no, the friends admonish nothing can be accomplished if nothing is done. Study conductor invites him to work with group Sunday and makes definite arrangements to stop for him.

**SCENE II (2 min.)** Publisher thinks aloud after friends depart. Maybe it was not so good to make those definite arrangements. Something might come up he wants to do. But, then, his friends were right; he must be active to have Jehovah's blessing and assist others. Besides, staying home Sunday morning knowing others are in service does bother his conscience.

**SCENE III (10 min.)** Conductor calls and after group contact the two proceed toward first home. Conductor notes publisher's initial nervousness of starting at first door. He encourages publisher by saying every home in territory consists of humans just like ourselves, most of whom love life. They have right to hear the truth. As Jehovah's witnesses our responsibility is to prepare a simple direct witness and rely upon God's promise to bless our faithful efforts. Conductor suggests the two work first home together. He introduces self and companion as ministers with important message and brings out in his sermon that people today more than ever would like to be able to fully enjoy life with the modern developments available to make life more enjoyable. However, in spite of modern developments, life seems more uncertain than ever. The reason is a lack of supplying the right information to the mind, getting the proper perspective on how to live. How can it be obtained? "The Watchtower" fills that pressing need for millions today; then conductor goes on with offer. On leaving home publisher says presentation was down to earth and effective. Now that the first door has been contacted, he can proceed alone and does.

**SCENE IV (2 min.)** After a while publisher looks at watch and thinks he will go home. Conductor finishes house and, having spent two hours in house-to-house work, suggests that an hour or so be devoted to back-calls. Publisher has not been going out regularly and does not have any back-calls. Though invited he decides not to go with conductor on his back-calls, but rather, now that he is warmed up, to spend an additional hour or so in house-to-house work, and, after all, the more time he spends in door-to-door work, the more people he talks to and the more he can accomplish.

**UNITED STATES QUOTA FOR 1954**

**153,962 Publishers**

## Monthly Field Service Report

**December Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 176 | 144.2 | 58.3 | 7.0 |
| Pioneers | 5,827 | 92.2 | 31.5 | 4.1 |
| Cong. Pubs. | 146,124 | 8.9 | 3.0 | .4 |
| Total Pubs. | 152,127 | | | |

**Public Meetings Held: 8,400**

# Theocratic Examples

[1] In this day of judgment upon all people, and especially upon all dedicated servants of Jehovah God, we have been enlightened through *The Watchtower* to see that antitypical Jerusalem is beginning to be surrounded by the armies of destruction. Now is the time for all who hope for salvation to flee to the mountains, Jehovah's theocratic organization prepared for the preservation of all persons of good will.

[2] It is heartening to note that circuit and district servants are taking their proper place in leading and encouraging God's people to bless and praise Jehovah's name every day in accord with his commands. They are doing this by precept and example, by proper leadership in the field and counsel from the platform. During October these brothers were enabled, by Jehovah's unmerited favor, to average more than 108 hours of actual field service, and their wives 105 hours. Again in November and December their reports averaged well over 100 hours each.

[3] This fine example demonstrates that the present arrangement of a definite schedule for the circuit and district servants in serving congregations has very beneficial results for servants in the congregation, pioneers and publishers. Not only does the schedule aid the circuit and district servants to keep their hours up, but also greater assistance can be given to publishers and servants in field training.

[4] The new schedule requires a few adjustments in the personal schedule of each publisher during the circuit servant's visit. But we know each one is glad to make these in order to receive the maximum benefits from his visit. Circuit and district servants are not able to spend much time in a social way with brothers at their homes or at meal times, but the help they are able to give in effectively preaching the good news is what counts. Co-operation on the part of all will ensure keeping to the schedule for the week's activity and the results will be reflected in greater and more effective house-to-house preaching mornings, afternoons and evenings.

[5] The circuit and district servants have done well during the first few months of the new circuit arrangement, which was instituted following the New World Society Assembly. We feel that the publishers, pioneers and servants will be interested in this evidence of Jehovah's blessing upon their ministry.

# Taking Teaching from Jehovah

## Lay Groundwork for 20 Per Cent Peak

[1] Are you a seeker of life—eternal life? If you are, then you must take your teaching from the life-giving Teacher, Jehovah God. (John 6:45, *AW;* Isa. 54:13, *AS*) However, such teaching not only takes in the matter of studying Jehovah's Word, but also includes teaching others.

[2] What better way is there to display that we are taught of Jehovah than by presenting *The Watchtower* during the remaining campaign months of March and April? As the *Watchtower* subscription offer is presented with enthusiasm and conviction, teaching will be imparted to householders and many will see the value of subscribing.

[3] There are yet many who desire life and who will take teaching from Jehovah. *The Watchtower* will help them just as it has us. The more you engage in this teaching work and the more time spent in house-to-house preaching, the faster will spread the teaching of Jehovah. Call back on all subscribers and assist them to take in the teaching of Jehovah through a home Bible study.

[4] By the end of April each congregation should have a new peak of publishers. The goal is an increase of 20 per cent over last year's average number of publishers. Advance preparation during March will be necessary to accomplish this. Servants and publishers will do all they can to support the training and advancement to maturity of newer ones so they too can assist others into the teaching field during April. By the end of April, then, all congregations will be able to say "We made it!" on the monthly report card.

## Legal Notice

The United States Supreme Court recently held that pioneers devoting part time to secular work cannot be legally denied exemption, if they so notified their local board prior to their inductible classification. Pioneers facing prosecution may write to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, for this opinion.

**Following Through . . .** *(Cont'd)*

book study conductor. He in turn will give it to the publisher who obtained the subscription. The subscribers should be called upon and given the opportunity to renew their subscription. By following this procedure during the last year, a noticeable increase in renewals resulted.

[7] By sincere, conscientious effort and determination in following through on subscriptions the greatest assistance will be rendered the subscriber. So, follow through on all subscriptions!

***"Make Sure of All Things"***

**2nd week:**

Animal Worship (pages 10-13)
Discussion between couple in truth who know animal worship exists in various parts of earth. Develop (1) man given dominion, (2) animals are considered souls, (3) Jehovah established his superiority over animal gods of Egypt, (4) animal worship forbidden under Mosiac Law, (5) animals perish at death.

**4th week:**

Antichrist (pages 14-16)
Audience participation. Brother will prepare and ask audience questions starting with definition and then following outline of material.

# CONGREGATION ORGANIZATION

## Group Witnessing

[1] The available preaching time for each one of Jehovah's witnesses is limited. While pioneers are privileged to spend 100 hours or more a month in preaching the Kingdom message, congregation publishers on the average spend ten hours or less. Proper service arrangements will help make this time count. With group witnessing through the congregation book studies being used more and more, for pioneers to meet their requirements and congregation publishers to increase and make full use of their limited hours, well-planned group witnessing arrangements are essential.

[2] The entire group should be prompt, properly organized and cooperative. When an overseer is late valuable minutes may be lost, running into hours for the entire group. For an overseer to be on time and others late results in the same thing. All should be prompt in meeting at the appointed time and be prepared to leave for the field upon being dismissed. The new training program should be well organized and be a definite part of group witnessing in order to render mature encouragement and assistance to those who require such aid. Group witnessing may be arranged during the week as well as on Sunday, Magazine Day and evenings.

[3] The group overseer should start the discussion of the text promptly at the arranged time. Friendly presentations, experiences and points brought out at the service meeting relative to effective preaching may be considered for approximately fifteen minutes. Definite assignments should be made by the overseer as to which streets or section of territory publishers are to work. This will eliminate losing time on arriving in the territory by publishers' being uncertain of where to work and with whom. Prayer should always be said before leaving for the field. Evening group contact discussions may be limited to arranging the work, giving thanks and proceeding to the field.

[4] By meeting no later than 9:30 on Sunday, the day most publishers participate in group work, the discussion and group arrangements should be finished so all will be at the first door by 10 a.m. The Society suggests that all endeavor to engage in house-to-house work for at least two hours and then devote an additional hour or so making back-calls on previous placements. If one in a group is required to leave the field early due to unavoidable circumstances, the rest of the group, having their activity well planned, will be able to continue.

[5] In order to avoid delay at contact points, publishers should be equipped with literature, house-to-house record forms, handbills and other needed things. The overseer will wisely obtain sufficient territory and plan ahead of time how it can be efficiently worked with the maximum time being spent in actual preaching by the group. Back-call activity will likewise be carefully arranged.

[6] Group witnessing is an effective means of systematically working territory. It is a source of encouragement for all sharing in it. With the harvest ripe and harvesttime limited, be prompt at all contacts, cooperate with the one in charge and be properly equipped and prepared for making the most of the available time.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

MARCH, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Taking Teaching from Jehovah

## Campaign Half Over—Are You Meeting Your Quota?

### Plan for 20 Per Cent Peak

[1] Jehovah accurately teaches his children. (*John 6:45, NW*) Obedient to his instructions, the New World society diligently works to praise his name and carry his teaching to the other sheep yet to be gathered. As individuals in that society *each of us must share* the responsibility of teaching.

[2] During the past two months, thousands, by subscribing for *The Watchtower*, have begun learning of the teaching that can mean life to them. In January alone we obtained 94,339 new subscriptions in the United States. Joyfully, through the next two months, we will continue to offer the *Watchtower* subscription and three booklets for $1. At the halfway mark in our 16th annual campaign it is time to take stock of our progress. As a congregation have you obtained half your quota of new subscriptions? As a congregation publisher have you obtained at least one? As a pioneer have you obtained at least eight? In the final two months let us put forth even greater efforts to reach our united goal of 400,000.

[3] Endeavoring to take the right teaching to those hungering for knowledge, in the house-to-house work let us try to cover all congregation territory with the offer. Call back on all who have taken single copies of the magazine. Show them the advantage of having it come regularly. Remember, the new special subscription slip for insertion in distributors' copies does not relieve us of the obligation to call back on those who receive single copies. Return calls should increase their interest. See that everyone is given the opportunity to subscribe for *The Watchtower*.

#### Teach Others

[4] A most important way of helping others to learn of our Teacher Jehovah is to continue the training program. All should be trained to present a three- to eight-minute *sermon at the door*. That all may become regular house-to-house preachers, servants and mature publishers will assist less mature publishers by taking them in the house-to-house work, on back-calls, when calling on subscribers, or by starting and turning studies over to them as they progress. Throughout March begin encouraging those you study with to join you in carrying the message to others. By training new publishers and assisting irregular ones to get into the service we shall not only reach more people, but we shall be laying the groundwork to reach our 20 per cent increase goal for April.

[5] So onward, children of Jehovah! Continue your teaching even as you are being taught through his Word, by means of his spirit and his organization. Be assured, Jehovah's dedicated New World society, that "all thy children shall be taught of Jehovah; and great shall be the peace of thy children" as you march on worshiping him in peace and unity.—Isa. 54:13, *AS*.

## Preparing Talks for the Ministry School

[1] It is important to remember the necessity of an appropriate theme in preparing assignments for the theocratic ministry school. The introduction and conclusion of both reading assignments should accentuate a theme that is germane to the material to be read. The third talk, a discourse based on the material read previously, should likewise have a theme that can be used appropriately in tying together the various points discussed. Careful consideration of the material will make it possible for students to select an appropriate theme, even though at times incidents and points discussed in chapters assigned may seem to be only slightly related.

[2] On completing a reading assignment, make comparisons showing the superiority of the *New World Translation* over other translations.

(*Continued on page 3, col. 3*)

# More and Better Public Meetings

## Each One Has a Part

[1] In addition to regular house-to-house preaching Jehovah's witnesses arrange to speak the good news effectively from the public platform. Public meetings have been the medium of arousing and assisting many persons to direct their paths so they too can bless Jehovah every day.' Keeping abreast of other theocratic increase, this means of gospel-preaching has been increasing. Last year there were 97,607 public talks in the United States, to compare with 79,509 the previous year. This is a 22.8 per cent increase! Think of the benefits numerous persons of good will and publishers derived from those 97,607 talks!

[2] Frequently it is at public meetings that newly interested persons become acquainted with Jehovah's witnesses. If they and the brothers attending are to be edified the public speaker must do his part. He should treasure each assignment, spending sufficient time gathering appropriate material to make his talk instructive, up to date and alive. A variety of scriptures, rather than the same ones time and again, series after series, should be used. Jehovah has provided such an abundant storehouse to draw from that it is not necessary or advisable to overuse a few familiar scriptures. "*Make Sure of All Things*" will be a ready reference in selecting scriptures that are to the point.

[3] Before considering himself ready to mount the platform after preparing his talk, the speaker should rehearse his material. The giving of a talk is to be kept within an hour and should be delivered

(*Continued on page 2, col. 2*)

## *Around the World with Jehovah's Witnesses*

### Taught Ones Teach Others

Upon being taught the truth appreciative persons delight to share with others the good things they have been taught. (Gal. 6: 6, NW) This is taking place world-wide as more and more take teaching from Jehovah and in turn teach others.

A group of publishers in Colombia was surprised on witnessing in a small village to be greeted with: "Oh, you talk just like our neighbor," appreciating the truth 'the neighbor' was teaching others. In another area while a witness called at the front door preaching the new-world hope, a Pentecostal was going to the back door telling householders not to listen. In time the Pentecostal took teaching from Jehovah and is now privileged to teach *others* the truth. (127)

"I shall remain Catholic," declared a woman who took a publication. Through a home Bible study she learned the truth and now is a publisher of the new world. (260, 261) And how long does it take to become a teacher? Not long, if you apply yourself. (90)

Having a burning desire to tell others what he had learned, a young man studying to become a priest met a witness and asked: "Do you know what you are doing?" The witness knew what he was doing and convinced him. Now the young man is a pioneer. (137, 138)

"It's a mystery, my son," was the priest's reply to a businessman's inquiry about the trinity. One of Jehovah's witnesses explained the "mystery" and now the businessman looks forward to teaching others as a missionary. (105) Are you teaching others?

### Jehovah's Provision

Of all magazines published today, "The Watchtower" stands in a class by itself. Why so? Because it is Jehovah's provision to guide those who love him to understand and keep informed of his glorious kingdom. No wonder then all of Jehovah's witnesses delight to take part in the 16th annual "Watchtower" campaign.

By our utilizing three- to eight-minute sermons householders are assisted to know the value of "The Watchtower." However, some householders need no introduction to it, as was true of one in North Borneo. He asked if he could subscribe for "the best magazine he had ever read," without the witness' even having a chance to present the offer. (244, 245)

In a remote part of Finnmark two missionaries were greeted by an old man: "Do you really belong to my people?" He had read issues of "The Watchtower" a neighbor subscribed for, understood the truth and shared the provision with others. (220, 221)

To discourage parishioners from listening to Jehovah's witnesses a priest in Egypt hung a copy of "The Watchtower" on the door of the church. Did it discourage them? Not at all! In fact, it made some so curious they hunted up the congregation servant and are now having home Bible studies. (144)

Magazine Day activity is devoted primarily to house-to-house and store-to-store work. However, occasionally street witnessing is done and interesting experiences result. A man walked up to a publisher in Switzerland saying: "I must have 'The Watchtower.'" The man had been a Catholic monk but, thanks to Jehovah's provisions, learned the truth and now shares it with others. (261)

# Presenting THE GOOD NEWS

## To Those Who Know of *The Watchtower*

During the last two months many favorably disposed persons have wisely subscribed for *The Watchtower* on our invitation. Others, just passively interested at the time, took single copies. These will be somewhat acquainted with the magazine and when approached later some will say: "Oh, yes, I know about *The Watchtower*."

This opens an excellent opportunity to respond something like this: "I'm happy to hear you know about *The Watchtower*. Undoubtedly you, like so many other people, enjoy the Scriptural comfort it offers. Its pages are filled with heart-cheering information of a new world of God's making now so close at hand. Jesus centered many illustrations around the new world for which he taught us to pray. One of them is found at Mark 4: 14-20. There the Master said the word or truth was likened to seed that fell upon different types of soil. Some fell alongside the road where it could not grow; some upon rocky places where roots could not penetrate; some among the thorns only to be choked out by the cares of this world; and, most important, some fell upon soil that was right, took root, grew and bore fruit. We want to be of this last type of 'soil' and with this in view much depends upon our study of God's Word, for Jesus said at John 17: 3: [Quote or read.] Inasmuch as this journal has aided so many to a clearer knowledge of the new world, I'm sure you would enjoy getting it regularly and benefiting too. For just one dollar you may have a year's subscription and these three booklets."

With our current offer we meet some who say, "I've subscribed for *The Watchtower* before." The good news may be presented to these individuals several ways. The new *Watchtower* features may be pointed out, doctrinal or other questions cleared up, emphasis placed on the need for Bible knowledge, things of interest in the current magazine highlighted, etc. You might say: "It certainly is a pleasure to talk to you. So many people today have little or no respect for God's teachings, neglecting almost completely his counsel to be an approved workman, as 2 Timothy 2: 15 calls to our attention. [Read or quote.] Having received *The Watchtower* before, I'm sure you appreciate its value as a Bible study aid. The subscription is still only $1, and, as you know, it will come to you twice a month. I'll be glad to serve you by taking your subscription now and leaving this issue with you. Soon the issues will be coming regularly to you through the mail."

**Public Meetings** *(Cont'd)*

with conviction and enthusiasm. There is no short cut in doing this. It requires practice.

[4] The primary purpose of a public talk is to edify the hearers with the truth. While a portion of the talk may expose and show the falsity of the old system, the greater portion of it should be constructive, highlighting Kingdom truths on the theme assigned. It is the truth that will help those attending to make their minds over for new-world living. Make the truth stand out by a clear, logical presentation. This will enhance the desire on the part of the audience to hear more.

[5] Since these meetings are an integral part of the ministerial activity of a congregation, all associated should *always* be present and ever be alert to assist others to attend. Public meetings are profitable. Something can be gained from each talk. So, attend and profit from the many hours of research each speaker spends in preparing his material. With each congregation having public meetings regularly, with each speaker fulfilling the serious responsibility placed upon him and with each publisher supporting these meetings to the full, we can look forward to even greater results from public meetings in 1954.

**UNITED STATES QUOTA FOR 1954**
**153,962 Publishers**

## Monthly Field Service Report

**January Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 174 | 144.6 | 59.4 | 7.2 |
| Pioneers | 5,874 | 92.0 | 32.7 | 4.2 |
| Cong. Pubs. | 145,054 | 9.6 | 3.6 | .5 |
| Total Pubs. | 151,102 | | | |

**Public Meetings Held: 9,468**

**Total Subscriptions: 94,339**

# YOUR SERVICE MEETING

### Preparing Three- to Eight-Minute Sermons

**SCENE I (3 min.)** After a morning of witnessing two brothers discuss their activity. Brother Alert enthusiastically relates to Brother Willing how much more effective his witnessing is by using three- to eight-minute sermons. It is like doing a new work. Willing quietly listens and then says he has not been giving a sermon, not knowing how it is to be done and does not feel capable. Alert suggests they spend a few minutes to see just how easy it is to develop a talk.

**SCENE II (12 min.)** Alert explains first that a theme is to be selected. Various themes may be used, such as "The New World," "The Importance of Bible Study," "The Kingdom, Man's Real Hope," "Christ's Purpose in Coming to Earth," etc. Then material is selected to support the theme and to give a witness. Willing interrupts to ask how this is done. Selecting "The New World" theme, Alert counsels that to be effective witness should have introduction, body and conclusion. In the introduction of your witness establish who you are and the purpose of your call. Then move to the body, mentioning troubled world conditions and need for a new world. Basic points could be: (1) old world cannot satisfy desire of man, (2) basis for hope in new world, (3) what is necessary to enter new world, and (4) need for "The Watchtower" in attaining hope. A supporting scripture or two woven into talk will increase effectiveness and add authority to witness. Matthew 24: 37 shows old-world conditions will pass away; John 3: 16 gives basis for new world; and Romans 12: 2 shows need for study. These simple basic points are noted and a mental outline formed to ensure directness at the door. In concluding witness restate the "Watchtower" offer. The various features of "The Watchtower" and its value in giving Scriptural help to understand God's purposes can be highlighted. Brother Willing now understands just what should be done, likes the idea and will try it himself. It is not as difficult as he had thought. He will develop several sermons for variety. In summary Alert reiterates need for thorough preparation to give a good witness, hold attention of householder, and arouse interest even though offer may not always be placed.

### Take Teaching

**SCENE I (4 min.)** Congregation servant, "Watchtower" study conductor and school servant discuss need of taking teaching from Jehovah. Do all associated with the congregation regularly attend meetings? Each one compares number attending meeting he oversees with number associated and adds appropriate comments. Why do some who could attend regularly fail to do so? Or prefer one meeting over another? At this time Brother Fair and congregation book study conductor enter Kingdom Hall. They decide to discuss the matter with Brother Fair, who does not attend regularly.

**SCENE II (12 min.)** Tactfully the matter of meeting attendance is approached. Fair replies he feels tired after work and needs some relaxation, so he cannot always get to ministry school regularly. School servant relates that teaching received directly from Bible is needed source of refreshment and prepares us to talk truth more fully to persons of good will. Congregation servant tactfully brings up matter of Fair sometimes leaving after school. Fair explains he does not always stay since he always reads the "Informant" and likes to be home and retire early. On questioning him the congregation servant ascertains Fair does not retire very early even when leaving the meeting. He then points out that the service meeting is especially prepared to improve our ministry. House-to-house work must increase and we must more effectively minister to people desirous of fleeing to safety with the New World society.

Book study conductor then asks about attendance at his study. "Too busy these days," is Fair's reply. Conductor stresses advantage of group study and service. "Watchtower" conductor relates it is nice to have Fair attend "Watchtower" study after public talk. Fair says he does not always attend these meetings because he wants some time with his family and it is about the only chance he gets. Conductor reasons on importance of all in family attending lectures and "Watchtower" studies where chief instrument of "faithful and discreet slave" in ministering food is considered. "Watchtower" campaign demands that we know and appreciate its lifesaving message to help others. Fair is encouraged and expresses appreciation for counsel.

**SCENE III (4 min.)** After Fair leaves servants analyze and discuss: (1) Old-world system keeps publishers busy trying to make ends meet. (2) All must realize that while attending meetings and service keeps one busy, yet it is practical and best for Kingdom interests. (3) Meetings are for good of all, being God's provision to bless his people. (4) New-world discussion and association is relaxing as well as uplifting and should be enjoyed by all family members. (5) Servants must do their part by planning and conducting good, lively and instructive meetings, and publishers must do their part by regularly attending and encouraging others to do so.

## Publications Now Available

### Tracts

*What Do Jehovah's Witnesses Believe?* (T1)—Cebu-Visayan, Chinese, Greek, Icelandic, Ilocano, Korean, Papiamento

*Hell-Fire* (T2)—Arabic, Chinese, Greek, Ilocano

*Jehovah's Witnesses, Communists or Christians?* (T3)—Chinese, Greek, Ilocano

*"Awake from Sleep!"* (T4)—Chinese, Greek, Ilocano, Korean

*Hope for the Dead* (T5)—Arabic, Chinese, Italian, Papiamento

*The Trinity—Divine Mystery or Pagan Myth?* (T6)—Arabic, Chinese, Italian

*How Valuable Is the Bible?* (T7)—Arabic, Chinese, Italian, Korean

*Life in a New World* (T8)—Arabic, Chinese, Italian, Korean

### Booklets

*After Armageddon—God's New World*—Spanish

*Can You Live Forever in Happiness on Earth?*—Greek

*God's Way Is Love*—Cebu-Visayan, Ilocano, Papiamento, Tagalog

### Preparing Talks . . . (*Cont'd*)

Then in concluding the talk, rather than referring to the superiority of the *New World Translation*, revert to and tie in the theme of the assignment. The amount of time used in reading the material will dictate the number of analytical points that can be considered before an appropriate conclusion is given within the six to eight minutes. If only two speakers are assigned during an evening, one should cover the material assigned to the first and second student speakers on the schedule. The second speaker should then handle the third assignment according to instructions.

3 In the third student talk the student should give much thought to the material in order to select the most important points that will be discussed. He will deal with the interpretative meaning of important texts and events described in the assignment. The student should be careful to give the correct explanation from the *Watchtower* magazine and other publications of the Society. Do not spend much time on one or two points and thus slight others of importance.

4 Principles of good speaking should be kept in mind in caring for the reading assignment. The reading should be natural and expressive so it will not sound as though the material is being read. Audience contact should also be maintained as much as possible. The material should be read aloud many times beforehand in order to achieve proper sense stress, pausing, correct pronunciation and fluency. Preparation is the key to successful and edifying student talks.

## Coming Literature Offers

May and June: The book *"New Heavens and a New Earth"* and the booklet *After Armageddon—God's New World*, for 50 cents.

***"Make Sure of All Things"***

Apostolic Succession. Two separate back-calls on interested Catholic couple.

**2nd week:**

Page 16 to Acts 17: 31, page 21
Develop: Catholic teaching, who the "Rock" is, Peter's position, apostles have no successors, Christ is head of church, use of the keys.

**4th week:**

Page 21, starting with Gal. 2: 9, to page 24
Develop: Peter did not rule congregation, was not infallible, Christ holds and will use keys, Peter not in Rome, was married, gifts of holy spirit, position of 144,000.

# Engage in Pastoral Work with the Shepherd-Prince

## Start Organizing April Activity Now

[1] April will be a full, happy, busy month of theocratic activity for all who "engage in pastoral work with the Shepherd-Prince." (Ezek. 34:23, 24) Memorial falls on Saturday the 17th, the new public talks start the 18th, all publishers should have engaged in house-to-house witnessing by the 18th. It is the final month of the *Watchtower* campaign and each congregation will want to be able to say "We made it!" for the 20 per cent increase. Briefly, that is our activity for April.

[2] Jehovah's people will arrange to attend and will invite persons of good will to attend the Memorial on Saturday and the public talk on Sunday. Additionally, special group witnessing will be arranged the 17th and 18th and encouragement will be given to all publishers and good-will persons to join in the activities. Between April 1 and 18 all should engage in house-to-house preaching. The total number who do is to be reported to the Society on the Memorial card. Congregation servants will plan a stimulating service meeting just before Memorial and outline local arrangements for one and all to enjoy a grand week end of service.

[3] April brings to a close the *Watchtower* campaign. By the end of the month will we in the United States have obtained 400,000 new subscriptions? It will be determined by preaching activity during the month. And during April assist all publishers to share in Kingdom service. With study conductors and ones privileged to train others diligently doing their part, and an invitation given to new ones to join, April will see a 20 per cent increase as all congregations will be able to write "We made it!" on their report.

[4] By carrying out the above suggestions during April, it will be a full, happy, busy and blessed month for all.

## Subscription Renewals

[1] More subscription renewals are being received now than ever before. Chiefly, this is due to subscribers' being called upon and given an opportunity to renew their subscription before it expires. To promptly and efficiently handle these renewals and to take care of the thousands of new subscriptions pouring in daily, the Society's office will appreciate it if all comply with the following suggestions.

[2] EARLY RENEWALS: When submitting a renewal for a subscription that has not yet expired, fill out the subscription slip exactly as shown on the address label appearing on the magazine or wrapper. Mark the slip clearly as a "renewal."

[3] RENEWAL NOTICE: The Society inserts a renewal notice in the magazine when a subscription is about to expire. This slip should be used whenever possible. Attaching the address label from the magazine or the wrapper will be a help to the office.

[4] NEW SUBSCRIPTIONS: 'Insufficient Address,' 'No Such Post Office,' and 'Subscriber Unknown at This Address,' etc., are reasons magazines are returned, with great inconvenience to subscribers and added expense to the Society. So carefully fill in each subscription slip. Make certain the city or town in the subscriber's address is the post office town from which mail is received. Never abbreviate the name of the street or city and in larger cities always include zone numbers.

[5] If these suggestions are carefully followed, the net result will be time saved in handling renewal subscriptions, a minimum of complaints, and uninterrupted service assured to subscribers.

# CONGREGATION ORGANIZATION

## Service Meeting Preparation

[1] To unitedly "preach the word" and continually improve ministerial activities, Jehovah's witnesses look forward to regularly attending and being edified from well-prepared service meetings. A great deal of thought, time, effort and co-operation are required for wholesome, instructive meetings to result.

[2] The congregation servant is responsible for planning instructive, well-balanced and interesting meetings. Upon receiving the *Informant* he will study it thoroughly and then plan meetings for the entire month. The article dealing with ministerial work for the current month will be considered at the first meeting of the month, if at all possible, while the article dealing with the next month's activity will be considered at the last service meeting of the month. The *Yearbook* and *"Make Sure of All Things"* will be considered in accord with instructions appearing in the January, 1954, *Informant*. Other *Informant* articles and local ministerial matters to be considered may be worked into different weeks' programs where desired.

[3] To ensure coherence each meeting should be developed around a theme. Brothers preparing parts will have the theme in mind and work it into their part. The first meeting should highlight the current month's theme as outlined in the *Informant*, while succeeding program themes may be based upon the daily text or an appropriate Scriptural theme.

[4] Demonstrations, pantomimes, interviews, round-table discussions, quizzes, forums, dialogues, question-and-answer discussions, service talks (using secondary *Watchtower* articles, etc.) and other methods to present the material may be used. Generally a meeting will have three or four different parts, handled various ways for variety. Other servants may be consulted for program suggestions.

[5] It is a privilege to impart instructions to a congregation. Brothers will wisely accept each assignment and spend sufficient time preparing so proper edification will result. Every part should be rehearsed before it is presented and each should stay within his allotted time so the service meeting does not exceed one hour in length. While demonstrations, etc., may be lively, it should always be kept in mind that the purpose of a service meeting is to impart ministry instructions, not to entertain.

[6] Since everyone will want to contribute to meetings as opportunity affords, the next week's program should be announced at the end of each service meeting. Articles to be considered by discussion or other ways calling for congregation participation can thus be studied before the next meeting. Many will then be able to join in the discussion and contribute toward an instructive meeting.

[7] With the congregation servant planning instructive meetings, those assigned parts preparing properly and all associated attending regularly, the service meeting will provide instruction for all to more effectively "preach the word" as Jehovah's ministers.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

APRIL, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Engage in Pastoral Work with the Shepherd-Prince

## 400,000 New Subscriptions?

[1] True to his promise, Jehovah, as the great Shepherd, is now gathering the scattered sheep. He has commanded his Shepherd-Prince, Christ Jesus, to gather the sheep from all nations into the one fold. (Ezek. 34:23, 24, *AS*) Serving under and with the Shepherd-Prince in the pastoral work is the "faithful and discreet slave," along with the thousands of other sheep that have already been gathered. Not content just to be gathered themselves, they extend the invitation to others: " 'Come!' And . . . take life's water free."—Rev. 22:17, *NW*.

[2] Faithfully, since 1879, *The Watchtower* has been used to announce Jehovah's kingdom and promote the gathering work. During January and February the total of 183,127 new subscriptions were obtained in the United States, and each day throughout March thousands more have come into the office. The big question, "Shall we meet the quota of 400,000 for the campaign?" will be determined *by our activity this month.*

### More House-to-House Work

[3] Most of the new subscriptions will be obtained in house-to-house work. Spend the maximum number of hours in this service during April, presenting a year's subscription for *The Watchtower* for $1, with three of the older booklets you have in stock as the premium. Prepare a three- to eight-minute talk on a theme highlighted in the issue presented. It is very effective.

[4] April concludes the 16th *Watchtower* campaign. Let each publisher, pioneer and congregation work to make it the greatest campaign month for new subscriptions. In addition to house-to-house work, make return calls where subscriptions are promised. Be one who shares fully in pastoral work with the Shepherd-Prince during April.

## Memorial Activity

[1] On Saturday, April 17, after 6 p.m., Standard Time, the memorial of Christ's death will be observed. The faithful remnant will be present and with them thousands of good-will companions. On that occasion we shall witness a great demonstration of the extent to which the pastoral work has progressed. All persons of good will should be given personal invitations, wherever possible, and, where necessary, assisted to attend this most important event.

[2] Each congregation should make advance arrangements now for Memorial week activity. A special service meeting will be programed for that week and service arrangements clearly outlined. Saturday morning and afternoon house-to-house and store-to-store magazine work will be featured and Sunday's public talk advertised.

[3] At least a half hour before the Memorial service starts, the hall should be open and several publishers present to welcome all who attend. The speaker, in concluding the discourse, will highlight the importance of preaching and invite all present to share in Kingdom service the next day.

[4] Sunday will feature house-to-house witnessing, followed by a public talk and the *Watchtower* study in the afternoon or evening. Use the Kingdom Hall as the contact point. If it is not convenient for all to meet there, congregation book study locations may be used. A brief program may be arranged for Sunday morning. Arrange to be at the first door by 10 a.m. Encourage and help persons of good will to participate in field service with you. Explain the importance of reporting and invite them to report the time that they spend in the preaching work.

### Circuit Servant's Activity

[5] Congregations privileged to have

(*Continued on page 4, col. 1*)

## Shall We Make It?

[1] If each one does his share and co-operates fully *we can* make the 20 per cent increase. The potential is present and Jehovah assures he will bless our faithful service. What we need to do is to aid all associated persons and those who are studying to share in the preaching work.

[2] To assist all servants, pioneers and publishers to co-ordinate their efforts in reaching the 20 per cent peak, the following suggestions are given. **1.** A list of all who did not publish during March will be given to study conductors. They will see that these are given assistance at the beginning of April. ALL ASSOCIATED ONES SHOULD ARRANGE TO SHARE IN THE FIELD WORK BY THE 11TH AND PROMPTLY REPORT. **2.** A list of those who have not preached by the 11th will be given to study conductors. This will let them know who still need assistance. ARRANGE TO TAKE PART AND ASSIST OTHERS TO SHARE IN THE FIELD WORK BY THE 18TH. **3.** If any have not reported by the 18th, congregation servants will notify study conductors. Special plans will be made to help them into the service during the remainder of the month. Use the training program throughout April and thereafter.

### Start New Publishers

[3] Thousands of persons have had home Bible studies for many months, and, in some cases, for several years, without publishing. Both study and service are necessary for life. Tactfully help these to start preaching this month and to continue right on into the new world.

[4] Shall we reach the 20 per cent increase and have 167,959 preaching? It depends upon each one of us. Let us work hard, each one publish, aid others and pray to Jehovah to grant this rich increase. The Society awaits your report card showing "We Made It!"

# April to Be a *FULL MONTH* of Theocratic Activity

## *Around the World with Jehovah's Witnesses*

### More Ministers

During the service year of 1953 a grand total of 519,982 different individuals had a part in Kingdom service. *Virtually all 143 lands reported marvelous* increases. Consider below a few examples of theocratic increase and how these came about.

In Costa Rica a woman was continually heard to add to her daily rosary prayer: "Lord, save us from 'los atalayas' " (*as Jehovah's witnesses have* been dubbed there). Her prayer was sincere and having a proper heart condition she accepted the truth brought to her by one engaged in pastoral work to become one of the 519,982 proclaimers of good news. (129)

*Have you talked the truth to your* relatives and made an effort to assist them in Kingdom service? A brother in the Sudan neglected to do so himself, but now will heartily recommend that you never say about your relatives, "I'll just let them find out for themselves. They wouldn't listen to me anyway." (146) Try to help them understand the truth. Maybe they will listen and even start preaching with you during April.

Do you conduct one or more home Bible studies? Have you assisted the *individuals to join in the preaching* work? Do not wait for them to say, "Brother, I would like to go out preaching with you." (165) On hearing and learning the truth, the other sheep gladly respond to share in Kingdom service. Within three weeks from *starting to study a young man in Aus*tralia asked to go out witnessing. (89, 90) Why not ask and help the one you are studying with to join in the ministry this month?

### Public Meetings

Through the medium of public meetings many persons have become acquainted with the truth. It is an effective means of advertising the Kingdom and, as illustrated in the 1954 "Yearbook," they may profitably be held at locations in addition to the Kingdom Hall.

In the Philippine Islands a congregation arranged to witness in unassigned territory Among the blessings that resulted was 400 attending a public meeting requested by the mayor. (232, 233) Another interesting experience was enjoyed by a group working unassigned territory in Mexico. (199, 200)

During the delivery of a public talk in the Gold Coast, a church bell rang. After the talk a person inquired why the church uses a bell. Read the answer *on page 163 and also the effect* one public talk may have on a person of good will, even an ardent Catholic. Brothers, are you thoroughly preparing your public talks?

Theaters, halls and other locations are often made available to us free for public lectures, when the owner understands the purpose of our work. A special pioneer had such an experience in El Salvador and a few days later gave an open-air talk in the public cemetery, with 400 in attendance. (148)

Who are Jehovah's witnesses? So interested to find out were people in an isolated section of Costa Rica that some walked ten miles to hear the talk. The hall was not large enough to accommodate all desiring to listen. To learn what happened see pages 129 and 130.

# *Presenting* THE GOOD NEWS

## When Evasive Answers Are Encountered

[1] Often in presenting the message to householders we are confronted with stock answers developed to evade salesmen. Realizing householders *do not always immediately* understand the purpose of our call, we tactfully endeavor to overcome the barriers they raise by making known the importance of our visit as ministers.

[2] For example, after the initial introduction and presentation they might say, "I'm sorry, but not this time." To answer this objection we might reply, "I should like to explain that I am a minister. This work is not commercial. Its purpose is to help people learn of God's kingdom and how essential it is that we understand God's requirements to live under the Kingdom rule. It has brought great comfort to me to learn of the Kingdom and I would be happy to discuss it with you for a few moments." Then quickly go into your three- to eight-minute talk, stressing the importance of gaining accurate knowledge of God's kingdom and pointing out the value of the literature as a Bible study aid.

[3] Sometimes, after a three- to eight-minute talk has been given, we are told, "Not this time," for the householder has obtained literature previously. In this case you might say, "You know, of course, my reason for calling is based on the urgency of *our times. God's Word clearly indi*cates a message of vital importance about his Kingdom would be preached in the last days, as we read at Matthew 24:14 [open Bible and read it]. In view of the fact that we are living in the last days, it is vitally important for all persons to give God's message serious consideration." Then find out what publications they have, encourage study, and, if the householder is receptive, make return calls.

[4] The fact that we are ministers, that the message is of utmost importance, that we want to help people learn Bible truths and that we are anxious to discuss the Scriptures and their application today will aid persons of good will to put aside their indifference and misunderstandings of our work. When practical use the Bible at the door and reply to objections and evasions in a positive manner. While God's ministers do not wrangle at the door, they do endeavor to leave each householder with a clear understanding of their purpose in calling.

## The Holy Bible in Braille

Now available on loan to blind persons are the following volumes of the Hebrew and Greek Scriptures:

**Hebrew Scriptures**

| | |
|---|---|
| Volume 1 | Genesis |
| 3 | Numbers—Deuteronomy |
| 4 | Joshua—Ruth |
| 5 | 1 and 2 Samuel |
| 6 | 1 and 2 Kings |
| 7 | 1 and 2 Chronicles |
| 8 | Ezra—Job |
| 9 | Psalms |
| 10 | Proverbs—Song of Solomon |
| 11 | Isaiah |
| 12 | Jeremiah |
| 13 | Lamentations—Ezekiel |
| 14 | Daniel—Malachi |

**Greek Scriptures**

| | |
|---|---|
| Volume 1 | Matthew—Mark |
| 2 | Luke—John |
| 3 | Acts—Romans |
| 4 | 1 Corinthians—Titus |
| 5 | Philemon—Revelation |

To receive one of these volumes, write the Watchtower Bible and Tract Society, Inc., at 117 Adams Street, Brooklyn 1, N. Y. Print your name and address clearly and specify which volume you would like. You may show a first and second choice so if one volume is loaned out the other can be sent to you. A volume may be kept three weeks, after which it must be mailed back to the Society. Please follow return mailing instructions found on the inside front cover of each volume. They may be returned to the Society free of postage. There is no charge for the loan of these volumes.

The Society also has in Braille the booklet *Can You Live Forever in Happiness on Earth?* It is available on loan to blind persons for a period of two weeks.

**UNITED STATES QUOTA FOR 1954**
**153,962 Publishers**

## Monthly Field Service Report

**February Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bl. St. |
|---|---|---|---|---|
| Sp'l Pios. | 165 | 143.8 | 57.3 | 7.1 |
| Pioneers | 5,690 | 92.0 | 32.0 | 4.3 |
| Cong. Pubs. | 145,791 | 9.6 | 3.4 | .5 |
| Total Pubs. | 151,646 | | | |

**Public Meetings Held: 8,431**
**February Subscriptions: 88,788**
**Total Campaign Subscriptions to Date: 183,127**

# YOUR SERVICE MEETING

### From Home Bible Student to Publisher

**SCENE I (4 min.)** Talk on aiding good-will persons having Bible studies to gain life by helping them become preachers. Each month there were, on the average, 87,858 home Bible studies conducted in the United States during 1953, but only an increase of 13,340 in average number of publishers. Locally, in our congregation there were _____ home Bible studies and _____ new publishers. *Many are yet to be started in* service.

**SCENE II (4 min.)** Publisher interrupts: "How can they be started?" Discussion ensues with speaker making helpful suggestions. While conducting studies highlight service as material lends itself and explain the privilege and responsibility of preaching. Relate experiences and joys of service. Take good-will person to congregation book study and Kingdom Hall meetings. Many are willing and desirous of joining in the preaching, needing only the conductor's invitation and assistance. Upon expressing desire to see how it can be done, publisher is invited by speaker to look in on Brother Progressive concluding weekly study in "Let God Be True" with Mr. Sincere.

**SCENE III (4 min.)** Mr. Sincere reads last paragraph in chapter "A Ransom in Exchange for Many" and comments that lesson helped him understand the subject for the first time. *Brother Progressive alertly ties this in* with service, pointing out how fortunate they are to understand such important things. Many do not and must be helped, for the ransom is for many. "It is our privilege to tell them by going to their homes as I'm planning to do this Sunday morning," he continues. "Wouldn't you like to come with me?" Mr. Sincere replies that from studying the Bible he knows preaching is necessary, but, not knowing exactly what to say, he is a little frightened. Brother Progressive says he will do the talking and Mr. Sincere can go along to see how it is done, considering it *part of his Bible education. Mr. Sincere* agrees to go. Definite arrangements are made to pick him up Sunday morning.

**SCENE IV (8 min.)** Before going to the first door, Brother Progressive briefly reviews offer and points made at contact point for more effective preaching. At the door he introduces himself and companion and then presents offer, using three- to eight-minute talk. The householder accepts offer and Progressive then gives householder an invitation to public talk. Mr. Sincere speaks up to comment how in*teresting the talks are. On leaving,* Brother Progressive remarks how helpful Mr. Sincere's comment was and then arranges for him to extend handbill invitation at next door. He is enthused to have part and expresses joy of going along in the service and appreciation for being invited. He wonders if it will ever be possible for him to do as well as Brother Progressive. Being assured that with training it will, the two proceed to next door, with new publisher eager to learn more about preaching work.

### Doing Pastoral Work

**SCENE I (3 min.)** Conductor talks on engaging in pastoral work with the Shepherd-Prince. Pastoral work includes caring for the sheep by training them. To do this we have to lead them step by step and not only show them, but actually help them to do the things we do. Even if we make an excellent presentation ourselves, we have not trained them. How would you like to sit down and have a music teacher play an hour of beautiful music and then turn and ask you, a novice, to do the same? Would she really be a teacher? *Let us see how this idea works out* in service.

**SCENE II (4 min.)** Publisher takes new person in work. She goes to door and makes very good presentation of "The Watchtower." Good-will person listens, remarks how well publisher did in her presentation. Then publisher says: "It's easy. How about you taking the next house?" Good-will person de*clines, not being capable of doing as* publisher did.

**SCENE III (4 min.)** Publisher is called on by servant checking to see how she is progressing with good-will person. Publisher says she does not seem to succeed in getting good-will person or others to go on their own, even after a long time. Servant explains they must be trained step by *step. Show them how to record results* on House-to-House Record; give them a Scripture text to have ready to read when called for and, on conclusion of witness, have them give householder a handbill and invite him to attend talk, etc. As new ones progress, additional parts of the witness may be given to them, and before long they will be trained to effectively present the message alone.

**SCENE IV (6 min.)** Publisher again takes the good-will person into the service, after preparing her to read a scripture and to extend an invitation to the talk. At first home the good-will person is called upon at proper time to read the scripture. Going to next home publisher tells the good-will person she did fine and at next door may offer the handbill at conclusion of witness. This is done and on their way to the next door the good-will person expresses joy over being able to share in the preaching work. She wants to learn how to give a good, complete witness at *the door and looks forward to the time* when she will be able to go on her own.

**SCENE V (2 min.)** In conclusion conductor points out how results are obtained by this method. Remember, we are ministerial teachers training these people for the highest profession Let us take more care than the best music teacher would to see that they are given a foundation training, so they will stay in the service of God and become exemplary ministers to others seeking life.

# 1954 District Assemblies

## Plan *Four* Days

1 Assemblies always mean a special portion of Jehovah's blessing. A well-planned program provides a feast abundantly spread. An unusual feature of the 1954 District Assemblies is that they are not three days as generally scheduled, but *four*. The additional day is Thursday, which means assemblies start one day earlier. The extra day will provide additional important counsel and instruction for the New World society. The time to be at a district assembly, then, is from Thursday morning through Sunday evening.

2 These copiously supplied feasts are not only for publishers and their families, but also persons of good will. Include them in your plans this year. By seeing and hearing firsthand, and feeling directly the zeal, spirit and enthusiasm of the New World society, they will appreciate the unity and magnitude of its operation, as well as the devotion of true worshipers of Jehovah.

3 With this *Informant* a letter giving general assembly information, as well as the Room Request and Volunteer Service forms, is being sent to each congregation. You will find an assembly reasonably close to where you are located, so travel will not be much of a problem. Start thinking, talking, planning, saving and working toward attending.

4 Spanish-speaking brothers will be interested in knowing that there will be Spanish programs at the San Antonio assembly.

5 Do you debate whether or not to eat when hungry and food is available? Of course not, for food is necessary to sustain life. Spiritual food is even more important, so do not debate whether or not to attend a district assembly all *four* days this summer. Start arranging now and then when the time comes—attend.

## Unassigned Territory to Be Worked

As a result of the unassigned territory campaigns of 1952 and 1953, most of the unassigned territory in the United States was worked. Thousands were privileged to become acquainted with the truth and over thirty new congregations were started. In 1954 the months of July and August will find us again busy calling on people in unassigned territory talking about the Kingdom.

There is still much work to be done in unassigned territory and all congregations are encouraged to share in the work this summer. With district assemblies arranged for all to attend with limited travel, undoubtedly most congregations will be able to have as full a part in the work as they did in 1952. Remember, too, entire families may vacation pioneer for two, three or more weeks in unassigned territory as well as with a congregation.

With this *Informant* the Society is sending a new unassigned territory book and an unassigned territory application. Look over the territory, *make your selection and return the* application by April 15. With all servants, pioneers and publishers supporting this campaign, thousands more in unassigned territory will be assisted this summer to learn of Jehovah's new world.

# Finding the Greater Happiness in Giving

## Offer New Book and Booklet

[1] Christ Jesus was very careful to make his disciples aware that it is better to give than to receive. In discussing this matter, Paul pointed out that one manifestation of this was to aid those who are weaker, aiding them to find the greater happiness in giving.—Acts 20:35, *NW*.

[2] We can bring happiness to others during May by presenting the new book *"New Heavens and a New Earth"* and the booklet *After Armageddon—God's New World*, on a contribution of 50 cents. Being familiar with the contents of this book, through personal and group study, will aid in making easy and varied presentations. The title of the book and various chapter themes may be used as a basis for developing three- to eight-minute talks.

[3] More experienced publishers will continue taking new and less mature ones in the house-to-house work and training them to be effective preachers of the good news. Their training can be carried right on into the back-call and home Bible study service when making return visits upon those who obtain the new-book-and-booklet offer and those who subscribed for *The Watchtower* during the campaign.

### Continue Using Magazines

[4] With the 16th annual *Watchtower* campaign coming to an end in April, do not ease up on magazine distribution. From now on let each congregation have as a quota the placing of at least two magazines per publisher a week. By regularly engaging in Magazine Day activities each publisher will meet or exceed his quota of two magazines each week. Present the latest copies of *The Watchtower* and *Awake!* together in house-to-house magazine work and store-to-store work, on a contribution of 10 cents.

[5] Increased activity will mean increased happiness on our part as we continue to give of the spiritual means at our command. Assist and encourage all associated with the congregation and persons being studied with to share in the happiness of giving. Take Jesus' words to heart by giving much and you will find the greater happiness.

## Publications Now Available

*Basis for Belief in a New World* —Japanese

*Can You Live Forever in Happiness on Earth?* —Croatian, Norwegian

***"Make Sure of All Things"***

**2nd week:**

Armageddon (pages 24-27)
Discourse by mature brother.

**4th week:**

Baptism (pages 27-30)
Discussion following home Bible study with good-will person interested in baptism. Develop definition, origin, examples, purpose and meaning after coming of Christ.

### Memorial Activity (*Cont'd*)

the circuit servant during the week of Memorial will have their service meeting on Tuesday evening, as scheduled in the letter from the Society. The only change will be the servants' meeting and the talk to the congregation, which will be held Thursday or Friday evening instead of Saturday.

### Remember Memorial Report Card

[6] The Society is enclosing the Memorial Report Card with this *Informant*. It should be filled out and mailed to the Society immediately following the public meeting on Sunday, April 18. Congregation book study conductors will please keep a record of those who engage in house-to-house work between the 1st and the 18th and inform the congregation servant so he can report on the card the total number of house-to-house publishers during this period. This will include those who participate in house-to-house work alone or who share in giving the witness while accompanying another for training. Work toward the goal of 100 per cent or "Every Publisher a Regular House-to-House Preacher of Good News!" by the 18th of April.

# CONGREGATION ORGANIZATION

## Welcoming Strangers

[1] As more and more of the other sheep are found, new faces will appear at organized meetings. These persons of good will should be made to feel welcome. They will not be acquainted with God's people as a group and will observe very intently what goes on. Their first impression should be a good one. For that reason all should know how to treat strangers when they come to meetings.

[2] The congregation book study location often serves as the first contact the stranger has with Jehovah's visible organization. A friendly, receptive spirit should be displayed by the brothers at the study. After the conductor is introduced to the stranger, he should acquaint the group with the newcomer and also aid the person of good will to feel at ease and to know that he is welcome. An interesting, friendly, informal study will serve as an added inducement for the stranger to come again.

[3] When attending meetings at the Kingdom Hall the stranger should be made to feel welcome and at home. Servants and publishers will take the initiative to greet newcomers, introduce the stranger to others, point out things of interest at the Kingdom Hall, such as the yeartext, library, stock room where literature can be obtained, the advertising department, etc. Love is further shown by sitting with the stranger during the meeting, sharing songbook, *Informant*, *The Watchtower*, etc., telling him of other meetings and inviting him to return. If such an atmosphere of welcome prevails, the stranger will feel like returning again and partaking of the life-giving knowledge dispensed at meetings. A stranger should be a stranger only once and that only on his first visit.

[4] Special occasions, such as the visit of the circuit servant or at Memorial time, afford an excellent opportunity to put into practice a warm Christian welcome. Many persons of good will attend these meetings. They should be properly welcomed to these as to all other meetings. Several mature publishers might be specially assigned by the congregation servant to be on the watch for strangers and to welcome them. An all-out effort should be made to aid the stranger to associate himself regularly. It is necessary to become a strong, active worshiper of Jehovah.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

MAY, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Finding the Greater Happiness in Giving

## Offer New Book and Booklet

### Continue Using Magazines

[1] Christ Jesus was very careful to make his disciples aware that it is better to give than to receive. Following his example we freely give to others of our greatest of all treasures, the truth. The more we give, the greater are our happiness, pleasure and satisfaction.—Acts 20:35, NW.

[2] During May we are in *position* to bring happiness to many others by presenting the book "*New Heavens and a New Earth*" and the latest booklet *After Armageddon—God's New World*, on a contribution of fifty cents. But being in *position* to bring happiness to others is not alone sufficient. Well-planned and rounded-out field service activity is essential to be happy in giving.

[3] Reflect your happiness at each door by effectively presenting Kingdom truths. This may best be done by preparing simple down-to-earth three- to eight-minute sermons. The title of the book and various chapter themes may be used as a basis for developing these talks. The effectiveness of these short, pointed sermons will be illustrated when the demonstration in "Your Service Meeting" is presented.

[4] Many new publishers were assisted to share in the greater happiness of giving during April. They should be helped again this month and in the months to come until they are effective proclaimers of the Word. Their training can be carried into the back-call and home Bible study service when return visits are made on those who obtain the current offer and those who subscribed for *The Watchtower*. When calling back have a definite point in mind for discussion, a particular chapter, article or subject. Discussing one subject by means of a ten- to fifteen-minute sermon on a back-call enables the interested person to profit greatly from the discussion and often leads right into a home Bible study.

[5] Though the *Watchtower* campaign ended in April, do not ease up on magazine distribution. By using magazines we can keep a vital, up-to-date message before the minds of the peo-

*(Continued on page 2, col. 3)*

### The New World Society in Action

The Society has produced a motion picture entitled "The New World Society in Action." To enable all of Jehovah's witnesses and persons of good will to see it the Society is supplying each district servant throughout the world with the film and instructions for showing it at circuit assemblies and to individual congregations as opportunity affords. Beginning May 1, it will be shown on Saturday night at all circuit assemblies in the United States. Be sure to attend and see "The New World Society in Action."

### Make Adjustments and Pioneer

[1] Christ's prophecy that "this good news of the kingdom will be preached in all the inhabited earth . . . to all the nations" indicates an activity of the greatest intensity for his followers. What a huge assignment to be completed in one generation! But being accomplished it is, under Jehovah's direction, as his servants publish the Kingdom message to the ends of the earth with ever-increasing intensity. New congregations by the hundreds are springing up yearly as new preachers by the tens of thousands join the vast throng of happy, energetic workers. In the forefront of the battle, having a thrilling share in the increase, are the full-time servants, *pioneers*.

[2] Pioneering is the grandest work any dedicated servant can do. But, unfortunately, many are not sharing the joy of pioneering, for it is not easy. But neither has the assignment given to the "faithful and discreet slave" class to preach the Kingdom message to all nations been easy. However, Jehovah's blessing has been upon their determined efforts and their joys have been indescribable. The same has been true of individual pioneers in keeping with the Scriptural rule that he who "sows bountifully will also reap bountifully."

[3] If you have not been pioneering, plan now to do so. The work ahead is great. The time left is reduced. The joys to be experienced are beyond measure. Perhaps it will mean adjustments in your life. But mak-

*(Continued on page 2, col. 2)*

# Spread Good News with Magazines

### Work for a Greater Distribution

[1] Energetic and wide-awake publishers can spread good news by regular and consistent use of the *Watchtower* and *Awake!* magazines. Starting this month let each publisher strive to increase his share in magazine distribution. The Society suggests that each publisher set a personal quota of distributing at least two magazines each week. With each publisher's following this suggestion month by month it will mean the distribution of upward of a hundred magazines a year per publisher. Many regularly engaging in Magazine Day activity are already doing this and much more, although many are not, for the average per publisher for the world is only about fifty-four magazines a year. What is your average?

[2] House-to-house and store-to-store work on Magazine Day with the latest issues of *The Watchtower* and *Awake!* for ten cents, is an interesting and enjoyable avenue of service for new and mature publisher alike. If you prefer you may offer only one for five cents. Publishers always have something new and different to talk about with each issue. That means all territory remains new, for none can say, "I have that magazine."

[3] There is a pressing need today for placing these foremost journals of good news. Remember, too, they may be placed from house to house before the congregation book study.

*(Continued on page 4, col. 1)*

## *Around the World with Jehovah's Witnesses*

### Happy Giving

Regardless of surrounding circumstances or conditions, Jehovah's witnesses joyously give of the truth freely. This may well be illustrated by our brothers in Taiwan, who, in spite of persecution, increased from 417 publishers in 1951 to 1,752 in 1953. What method of teaching is used? Oral teaching. Daily, taught ones happily talk to others, so the truth remains fresh and clear to them. Brothers who were privileged to donate material needs forwarded by the Society to Taiwan may feel especially happy as they view the increase there. (189, 190)

On being contacted by a witness a Methodist Sunday-school teacher in New Zealand sought the help of three clergy to defend Methodists' teachings, to no avail. After four studies in "Let God Be True" he was convinced he had found the truth and started teaching it to his Bible class. His name was soon struck from the church list, but now he and one of his Methodist friends are having their names recorded in Jehovah's book of life. (205)

When no brothers are available for servant appointments, sisters are appointed to serve and care for congregation matters. By happily giving out the truth and caring for these additional privileges, they are blessed in their efforts, as illustrated in Puerto Rico, where a congregation increased from seven to eighteen publishers. (238)

The congregation at Sao Tome in Angola has had much happiness in giving. In 1950 the congregation was started with six publishers. Now there are twenty-three publishers, all of them regular. That they appreciate the greater happiness in giving is shown by their field service report. Truly it is a wonderful report of integrity and love for Jehovah. (248)

### More Happiness

The more you give the happier you are, said Jesus. Thus the more hours spent preaching to others, the more joyful experiences one of Jehovah's witnesses has. Since pioneers and missionaries devote more hours to the ministry they enjoy more blessed experiences.

Have you ever thought while working a particular territory: "Can there possibly be some of the other sheep in this area?" A pioneer in Cameroun working a Catholic town thought that very thing. But that did not stop him, for he knew the Kingdom message must be preached. Today a former Catholic, believed by the local inhabitants to be more devout than the pope, preaches to his neighbors and a congregation flourishes in the town. (210)

Just as a person is admonished not to judge a book by its cover, so Jehovah's witnesses do not judge the inhabitants of a house or village by its size or appearance. A pioneer in Austria worked a village of 800 persons. And what has resulted thus far? Eight subscriptions, at least 15 persons attending studies he conducts and two publishers reporting 25 hours the first month. Yes, the next door may be the location of one of the other sheep. (95)

Does one ever become too old to pioneer or to share in happy giving as a congregation publisher? For a good answer turn to page 87 and read of the 86-year-old pioneer in Argentina, who, in reporting only 145 hours one month, wrote on his report "please see letter why I have not been able to make more hours." How evident this pioneer desired to share more and more in the happiness of giving!

# *Presenting* THE GOOD NEWS

## With the Book *"New Heavens and a New Earth"*

1 This month starts the first house-to-house campaign with our latest Bible study aid *"New Heavens and a New Earth"*. To make your witness and presentation the most effective, have you prepared several three- to eight-minute sermons? These talks at the door create interest and are appreciated by most householders. Publishers using them report additional joys in witnessing and that more placements are made, since the householder's interest is aroused sufficiently to obtain the offer. Here is a suggestion that may be used during May.

2 After a brief introduction telling the householder who you are and the purpose of your call, then using as a theme "new heavens and a new earth," you might say something like this: "There is so much trouble and unhappiness in the world today despite men's efforts to better conditions. How comforting it is to read God's promise as found in the Bible to create a new heavens and a new earth wherein righteousness will prevail! God's promise to do this is found many times in the Bible, such as here at Isaiah 65:17 [read it]. Note it says 'the former shall not be remembered, nor come into mind.' Why, you might ask? Well, the answer is evident here in verses 18 through 25 [read portions and make appropriate comments]. Wouldn't it be grand to live under those peaceful conditions and enjoy endless life in that new world of God's making? It is interesting, too, to note that the apostle Peter, who walked with Jesus, echoed God's promise at Second Peter 3:13 [read]. And here in verse 14 he went on to give this good counsel [read].

3 "To do our utmost in serving God we must be acquainted with his promises and understand his purposes. This book *"New Heavens and a New Earth"*, which you may have on the contribution of fifty cents, along with this booklet, has helped me and many others to understand more fully God's loving provisions and how near we are to seeing the complete fulfillment of his promise to establish a new heavens and a new earth. You may have this copy now so as to gain additional information at your first opportunity."

4 When working territory where people have shown much opposition to Jehovah's witnesses and where they have been told by their religious leaders not to accept Watch Tower publications, nor to listen to Jehovah's witnesses, a good witness can often be given by using just the Bible and not referring to the offer until completing your three- to eight-minute sermon. The literature should be introduced and presented after you have finished your talk; emphasize its help as a Bible study aid to people of all religions interested in knowing more of God's loving purposes found in the Bible. Letting the Bible speak often gets a hearing ear where prejudice is shown. Always be kind and considerate.

## Make Adjustments . . . *(Cont'd)*

ing adjustments is not something new to you. You made a major change in your life by leaving the old world and coming into the New World society. And it made you happy. Why not go still further? Make greater adjustments and enter the full-time regular pioneer service. It will make you still happier.

### Vacation Pioneering

4 Those of school age will be privileged to enjoy this service during their summer vacation, in most cases pioneering at least two months. This year, too, for the first time, many entire families will be privileged to pioneer together. If it is not possible to pioneer for one, two or more months, then be a two-week vacation pioneer. This arrangement was made to make it possible for virtually every publisher to pioneer some time every year.

5 To become a regular or a vacation pioneer will require effort on your part. Consider your position. Plan and make adjustments now. Obtain your application and start as soon as possible. Once you taste of Jehovah's goodness in the full-time service you will view this privilege as the treasure it really is. Embark now and continue in the grandest career anyone could choose—*the pioneer ministry.*

## Finding Happiness *(Cont'd)*

ple. Let each congregation publisher have as a quota the placing of at least two magazines every week.

6 Increased activity will mean increased happiness on our part as we continue to give to others of our greatest treasure, the truth. Take Jesus' words to heart by giving much and you will find the greater happiness.

# YOUR SERVICE MEETING

### Prepare and Use Sermons

**INTRODUCTION (3 min.)** Speaker conveys necessity for all to prepare and deliver three- to eight-minute sermons. They are easy to prepare and allow for a good Kingdom witness. They show our desire to help people understand the Bible, and the householder is given something to think about, even if no placement is made. Using sermons adds joys to witnessing. Note these points as illustrated in three different four-minute sermons that publisher gives while training another at the door.

**SCENE I (5 min.)** To householder: "My name is Mr. ——, and I'm calling on you as a friend who is sincerely interested in your welfare. I'm here to share with you the kind of information that I'm sure you will be interested in. We are living in a world that leaves much to be desired. It's a divided world, a world that winks at corruption and unrighteousness. It's a world filled with sorrow, sickness and death. Definitely it's a world in which the people are unhappy and are unable to enjoy life the way they would like. Men continue to promise that they will build a new world and eliminate these conditions Many sincere efforts have been made, but it is now apparent that men cannot create a world where there will be no sorrow, sickness or death.

"But the Creator of the universe, Jehovah God, can and will create such a new world. Over twenty-six centuries ago, through his prophet Isaiah, he promised he would do this and told of conditions that would then prevail. [(Isa. 11: 4-9) Preferably read from Bible, or give substance of this and other scriptures used.] Seven hundred years later, to Christians of his day, the apostle Peter emphasized how such conditions would be brought into existence. [2 Pet. 3: 13] And the apostle John, in the last book of the Bible, elaborated on the wonderful conditions that will exist in it. [Rev. 21: 1-5] Wouldn't you like to live in that new world? This book 'New Heavens and a New Earth', which I have here, will aid you in getting vital information. Right here in chapter 1 you can learn more about the reliable Creator of the new world. You may have this copy on a contribution of fifty cents and with it this most interesting booklet." (This sermon must be four minutes long.)

Leaving door, one being assisted, surprised at ease and effectiveness of witness, asks how sermon was developed. It is explained sermon was prepared in advance by selecting a theme and picking a few key scriptures for support. For the one just given he used chapter 1 of the book. Enlarging, he says that to quicken interest he told householder right away who he was and why he was calling. Then he contrasted man's inability to fulfill promises with Creator's assurance of a new world, shown by the scriptures used. By questions and by illustrating the use of the book, householder was shown means of gaining additional vital information.

**SCENE II (5 min.)** At second door the sermon mature publisher developed from chapter 17 on "Sure Evidences of the End's Approach," as set forth in the following general outline is used.

He states that he is working in conjunction with a world-wide society of ministers, calling to tell of good news of God's kingdom. Jesus taught followers to pray for the establishment of his kingdom. (Matt 6: 9, 10) He said it would not be established then but foretold evidences that would mark the time of his second presence and of the Kingdom's establishment. (Matt. 24: 3-8) As these things were taking place on earth, the Bible, at Revelation 12: 7-12, tells what took place in heaven. With Satan cast from heaven to earth woes were to increase, and they have With the establishing of the Kingdom in heaven and having the sure evidence from things happening on earth that we are living in the last days, we can appreciate the importance of Matthew 24: 14. To escape destruction and gain everlasting life under the Kingdom we must be acquainted with Jesus' words concerning our time and follow the course that he directed. Chapter 17 of "New Heavens and a New Earth" will be a source of interest to householder in understanding how events today are in fulfillment of Bible prophecy.

One being assisted expresses surprise that a different sermon was used. Mature publisher explains it is unnecessary to stick to only one sermon, and suggests trying still another at next door

**SCENE III (5 min.)** At this door theme selected from chapter 19 on "End of the Heavens and Earth That Are Now," outlined as follows, is used.

Minister engages in Bible-education work. Seriousness of times prompts call with information necessary for householder to make important and wise decision. Present system is corrupt and wicked, due to its god, Satan. (2 Cor. 4: 4) Righteous persons will be glad to see end of such system. God soon to destroy present heavens and earth. (2 Pet. 3: 7) Literal heavens and earth are not destroyed. (Isa. 66: 1; Eccl. 1: 4) Satan's symbolic heavens and earth to be destroyed at Armageddon. Satan and demons now influence rulers to oppose God's King and kingdom. (Rev. 16: 14-16) Christ is now judging peoples and separating sheep class destined for everlasting life and goat class destined for everlasting destruction. (Matt. 25: 31-34, 41, 46) Accurate knowledge necessary for wise decision. The book "New Heavens and a New Earth" gives further information in chapter 19 on end of present heavens and earth and aids one to get accurate knowledge to make right decision.

Assisted one exclaims all three are different, yet effective. Experienced publisher points out how a sermon can be given in four minutes, holding householder's attention and stimulating interest.

**CONCLUSION (3 min.)** Speaker sums up advantages of each publisher's being able to make up and give three- to eight-minute sermons. They will result in a better witness, more placements, more back-calls and more home Bible studies.

### *"Make Sure of All Things"*

**2nd week:**

Baptism (pages 31-36)
Discourse defining the three in whose name a person is baptized; what is required following immersion; baptism with holy spirit, into Christ's body, with fire and with destruction.

**4th week:**

Bible (pages 36-39)
Group discussion. Develop definition of Bible; that Bible declares Jehovah's majesty and power; that he reveals himself and purposes through it; that he is its Author and used faithful men of various stations in life to write it.

## Advertise and Attend a 1954 District Assembly

[1] Jehovah's witnesses are proud to advertise the name of the Creator at every opportunity. This may be done the year round by giving generously of the "good news" to persons one meets. Jehovah's witnesses appreciate too how effective advertising can be by their meeting together in assemblies and magnifying Jehovah's name on a larger scale. The more Jehovah's name and purposes are made known the greater the joy shared by Jehovah's people.

[2] Are you making definite plans to attend a district assembly and to advertise Jehovah's name? By attending and participating in activities planned, your blessings and joys will be many. You may, in fact, share in advertising before reaching the assembly city, as follows:

#### Car Signs

[3] Car signs will be available for district assemblies. They are designed so that they will be appropriate regardless of the assembly you attend. The size is 4½ inches by 20 inches, and they are again made of fluorescent material. To apply, merely remove the protective paper on the back and place the sign on any clean surface, such as the bumper of the car. The signs, cash items, are ten cents each. Congregation servants will please order the quantity needed for the congregation. You may advertise the assembly and Jehovah's witnesses by placing signs on your automobile a week or two prior to the assembly. Be sure to use CAR SIGNS when going to, during, and when returning from the assembly.

#### Badges

[4] Everyone attending an assembly will want to advertise by wearing a celluloid badge. It may be worn from the time you leave home until you return. The new card will fit the holder used last year in New York. It is suggested that the name and congregation of each person be printed or typed on the card. It would be well to do this under the supervision of the congregation servant, who is requested to ascertain congregation needs and submit a cash items order. The cards will cost one cent each and the celluloid holders, if needed, five cents.

**UNITED STATES QUOTA FOR 1954**
**153,962 Publishers**

## Monthly Field Service Report

**March Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 187 | 147.2 | 59.6 | 6.8 |
| Pioneers | 5,609 | 96.3 | 34.8 | 4.4 |
| *Cong.* Pubs. | 148,571 | 9.8 | 3.6 | .5 |
| Total Pubs. | 154,367 | | | |

**Public Meetings Held: 8,645**
**Subscriptions for March: 85,391**
**Subscriptions for three months: 268,518**

# Work Without Loitering or Complaining

## Keep Busy in Kingdom Service

[1] Jehovah's witnesses have a most important business to care for, the King's business. They are not loiterers or complainers, for one and all realize that they must follow the sound counsel of Paul found at Romans 12:11, *NW*.

[2] Jehovah's new-world society is a working organization. It spreads good news of the established kingdom to the ends of the earth. Its individual members, always alert to improve and increase their activity, see June as an excellent month to work hard and busily in the service of their King, searching out the other sheep from door to door and training new ones in the great work of preaching. Eagerly the book *"New Heavens and a New Earth"* and the booklet *After Armageddon—God's New World* will be presented, for fifty cents.

[3] June lends itself for preaching in rurals and remote sections of congregation territory not too often worked. Concentrate on such territory during the month, and arrange for public meetings wherever possible. Remember, too, part of our work every month is the zealous distribution of magazines, at least two for each publisher each week.

[4] With favorable weather and vacations at hand, more hours can be spent in Kingdom service. Why not increase your service by becoming a pioneer? If not as a regular pioneer, how about vacation pioneering? Old and young now have an added opportunity under the new vacation pioneer arrangement to show their love and desire to please the Superior Authorities by actively preaching, teaching and comforting the other sheep yet to be gathered.

[5] Great happiness and joy come from working for Jehovah without complaining. We shall never cease working happily nor be found loitering at our divinely assigned business of preaching.

**Spread Good News ...** *(Cont'd)*

Are you utilizing this time to advance Kingdom interests?

[4] Experience and reports show house-to-house and store-to-store work to be the most effective means of placing magazines. So. spend most of your Magazine Day activity in these features of service. Advertising servants will see that publishers are supplied with the number of magazines they order and need. From now on keep in mind the quota: at least two magazines a week per publisher.

## Coming Literature Offers

July and August: Three books and three booklets on a contribution of $1.50.

## ASSEMBLY CHANGE

The Denver district assembly location has been transferred to Pueblo, Colorado. It will be on the same dates as previously shown for Denver. Mail your room requests to Watchtower Convention, 2502 Court Street, Pueblo, Colorado.

# CONGREGATION ORGANIZATION

## Working with the Circuit Servant

[1] You will be happy to learn that more definite arrangements are to be made at the time of the circuit servant's visit to permit him to train more publishers.

[2] When he advises the congregation of his visit approximately two months in advance, he will request a list of all congregation book studies and those recommended (up to three) to be served during his visit. Under each study the congregation servant should list the conductor, pioneers and congregation publishers assigned to them, indicating which ones he feels qualify to instruct others in house-to-house preaching. He should designate the times in the morning and afternoon when the more mature publishers will be available to work with the circuit servant for instruction, particularly those associated with the groups he is scheduled to serve. The congregation servant can ascertain this information by discussing with publishers when they will be, or can arrange to be, free for training. In many instances, by knowing the schedule in advance publishers are able to take time off from their secular work or otherwise adjust personal affairs in order to work with the circuit servant. The congregation servant will keep a copy of the letter sent to the circuit servant for later use.

[3] The circuit servant will indicate when and where the congregation servant is to send the letter. He will consider the schedule, possibly making some adjustments, and advise the congregation servant of its approval. This will be done approximately three weeks in advance, at the time he sends the second notice of his visit. An announcement can then be made to the congregation *and a schedule posted so all will* know the definite arrangements made. The circuit servant will thus have a definite time to work with the more mature brothers while with the scheduled studies.

[4] The circuit servant will be available for helping all that attend the field service centers as time allows. First, he will work with those scheduled for training, so that they can instruct others after he leaves. However, all publishers should endeavor to support field service arrangements every day throughout the week of his visit. The circuit servant is anxious to spend time in the field, anywhere from 100 to 115 hours or more a month. Following the schedule drawn up, which will provide him with publishers to work with both morning and afternoon, he will have time, in most instances, to work with the majority, if not all, publishers.

[5] Henceforth he will meet with pioneers on Tuesday from 3:30 to 4:30 p.m. If a pioneer cannot meet with him then, he will arrange to interview that pioneer at some other time. With his second notice to the congregation, the circuit servant will send a Pioneer Report form for each pioneer. These should be completed and given to the congregation servant, who will give them together with the congregation records to the circuit servant.

[6] A meeting will be held with the servants and study conductors from 6:45 to 7:15 p.m. on Tuesday. This will provide an opportunity for all to renew acquaintances, review the previous report and briefly consider what has been done during the last six months by the congregation and to go over the program for the week. The circuit servant should be allotted the last 15 to 20 minutes on the service meeting for giving practical information on the training program and to relate other matters pertaining to field service and the program for the week.

[7] These arrangements will make it possible for the circuit servant to get in contact with publishers and servants earlier in the week; and each one will know by the schedule when he is to work with the circuit servant. All can profitably plan for the week's activity and thus get the maximum benefits from the training given by the circuit servant in house-to-house preaching.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

JUNE, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# "WE MADE IT!"

## Peak Soars to 169,015!

### 20 Per Cent Goal Passed! Our Joy a Heavenly Joy!

We have blessed Jehovah daily, and how he has blessed us in return! In March we first reached our 10 per cent increase in publishers, with a new peak of 154,367. Then the very next month the figure shot up nearly 15,000 to surpass the 20 per cent goal and register for April the resounding peak of 169,015! How joyfully we exclaim, "We made it!"

Not only is the increase a joy to us. It is a joy to Jehovah, to Christ, to the angels in heaven. Did not Jesus say there was rejoicing in heaven when just one lost sheep was found? How greatly multiplied must be the joy when in one month the number found is not one but some 15,000! Is it not thrilling to do a work that brings great rejoicing in heaven? Does it not make our joy a heavenly joy?

It is only the beginning of joy. Jehovah's work is not done. Our share in it is not over. He gives us the seed of truth. We plant it, we water it, we cultivate it. But Jehovah makes it grow, gives the increase. It is time for it. It is a time of harvest, of judgment, and it is truth that separates wheat from chaff, sheep from goats.

What truth? Psalm 96 says: 'Jehovah hath become King!' That is the truth Jesus said would now be preached earth-wide. The psalmist says that because Jehovah has become King the heavens are glad, the earth rejoices, the sea roars, the field exults and the trees sing. The rejoicing is because Jehovah has come to judge the peoples with truth, the truth of the established Kingdom. This truth judges people, according to their reaction to it.

And we get to proclaim it, this truth that fixes destinies! A rare privilege of great joy! Let us continue sharing in Jehovah's work with renewed zeal, planting, watering, cultivating, and reaping unbounded joy as Jehovah continues the increase, bringing in the other sheep like clouds of doves, like the abundance of the seas, their voices hailing Jehovah as King in increasing volume until it is like the sound of many waters and heavy thunders, until the earth rings with the daily blessing and praising of Jehovah by all who breathe, unmarred by a single peep from Satan's breathless, dead system of things! Thanks be to Jehovah for his blessings of increase!

UNITED STATES QUOTA FOR 1954
153,962 Publishers

### Monthly Field Service Report

April Report

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 309 | 151.8 | 57.2 | 5.3 |
| Pioneers | 5,392 | 95.6 | 32.9 | 4.2 |
| Vac. Pios. | 253 | 90.2 | 31.0 | 3.3 |
| Cong. Pubs. | 163,061 | 9.6 | 3.3 | .4 |
| Total Pubs. | 169,015 | | | |

Public Meetings Held: 10,860
Subscriptions for April: 101,759
Subscriptions for Campaign: 370,277

### 1954 Memorial Report

| | |
|---|---|
| Total Memorial Attendance: | 234,445 |
| Number of Partakers: | 8,132 |
| Public Meetings: | 2,822 |
| Attendance at Public Meetings: | 139,875 |
| Total H-H Pub. by 18th: | 132,906 |

## Training Program Results

### Fine Progress Being Made

[1] At the New World society convention last July the new training program designed to assist more publishers to become regular and more effective house-to-house ministers was outlined. The need for this training was readily recognized by all.

[2] Since last September district servants, circuit servants, pioneers, publishers and all servants have concentrated on instituting this program and utilizing it to increase regularity in house-to-house preaching. And what has resulted? Much, as you will note with interest from the following.

[3] The number of house-to-house preachers in September was 71 per cent. And how many are there now? The grand total of house-to-house publishers between April 1 and 18 was 132,906. Yes, 82 per cent! An additional 33,000 or more house-to-house preachers! Also, you will be glad to know that the number of publishers who participate in field service every month has steadily increased and now stands at 64 per cent. With so many more regularly going from house to house, more back-calls will be made and more Bible studies will be started. This steady progress should soon make it possible to reach our goal of one home Bible study on the average for each publisher and for everyone to be a regular house-to-house preacher of the good news as were Christ Jesus and the apostles.

[4] Good organization is very necessary if the training program is to work effectively. That all congregations have been conscious of this is shown by the steady increase in congregation book studies and in the attendance at these neighborhood studies. More and more publishers are seeing the many advantages of attending and working through these convenient locations, as suggested by the Society. An average of 66 per cent now attends these studies, approximately 11,000 more publishers than last September.

[5] These encouraging figures and percentages show that definite prog-

(*Continued on page 3, col. 3*)

## *Around the World with Jehovah's Witnesses*

### Assemble Together

In addition to regular congregation meetings, circuit, district and national assemblies are joyfully looked forward to and attended by Jehovah's witnesses, who keep in mind the counsel to be not "forsaking the gathering of ourselves together."

But how can assemblies be held where facilities are lacking? Publishers in British Guiana go into the forest and make their own provisions. People living in the community are amazed to observe the activity and often join in preconvention activities. Interest is created, too, for sometimes assemblies start off with the publishers outnumbered 5 to 1. (106)

Persons of good will also receive rich blessings by attending assemblies. One in the Bahamas decided to attend to see "what it is that Jehovah's witnesses have" He was impressed with the attitude, love, unity and interest all manifested in one another. From house to house he is now telling others 'what Jehovah's witnesses have.' (98)

Proper conduct at assemblies is pleasing to Jehovah and results in a blessing to others. (70, 200-201, 259)

Heeding Jehovah's call of 'not forsaking gathering together,' no barriers or obstacles can stop God's servants from coming together. Brothers located in Eastern Germany had to make their way through endless difficulties and most unfavorable conditions to assemble for new-world society instruction. But attend they did! (160) Which district assembly will you attend this summer?

### Uncomplaining Workers

Complying with the scripture "do missionary work, thoroughly accomplish your ministry," Jehovah's witnesses work without complaint regardless of surrounding circumstances or conditions. Note how this is illustrated in "Yearbook" experiences.

Due to physical limitations, some publishers are not able to go from house to house. A sister who is 74 years old and has been crippled for 15 years is too busy in Kingdom work to complain or worry about her lot. 'Thoroughly accomplishing her ministry' by writing letters, telephoning, talking to bedside callers, etc., has resulted in some learning the truth and joining with her in publishing the good news. (72) Also on page 72 is an example of what can be done in spite of handicaps. A blind brother that regularly preaches from house to house places 400 to 700 magazines each month and spends an average of 105 hours a month in field work.

Continually the Bible holds before us the obligation to preach right up to death, if that is Jehovah's will. A remarkable case of preaching to the very end is found on page 154. A brother, hurt in an accident, witnessed to his nurse the best he could until he died. The nurse was so impressed she contacted Jehovah's witnesses and now is a Kingdom publisher.

In Eastern Germany Kingdom publishers behind the Iron Curtain continue to work without complaining of persecution measures against them on the part of Communist rulers. (161) Why the persecution? Is it because they are murderers, thieves, robbers? No, but because they loyally uphold Jehovah's name. But try as they may, never will Communists or any other effort of the enemy stop or slow down Jehovah's uncomplaining, willing workers.

# Presenting THE GOOD NEWS

## Using Magazines

[1] More and more Jehovah's name and purpose are being declared throughout the earth. How essential this is to the eternal welfare of men of good will! Of great value in this regard is Magazine Day. The purpose of this day is to cover territory and acquaint as many as possible with the *Watchtower* and *Awake!* magazines.

[2] When you engage in this pleasant work, the magazines need only be introduced and offered. It is not necessary to deliver a three- to eight-minute sermon, for the territory will receive a regular witness with the current offer later.

[3] Inasmuch as we do not cover the territory every week, it is advisable to present both the latest copy of *The Watchtower* and *Awake!* when going from house to house and store to store. The presentation should be simple and brief. For example, after introducing himself the publisher might say, "I have two magazines for you, *The Watchtower* and *Awake!* for only a contribution of ten cents." Yes, a simple presentation like that works well for new and seasoned publishers alike. Many publishers using this presentation place between twenty and thirty magazines an hour every Magazine Day.

[4] Business people are usually very nice to contact. It should be remembered, of course, that they are usually busy, so let brevity be your watchword when presenting magazines from store to store. After introducing yourself you might simply say, "My purpose in calling on you today is to acquaint you with these two magazines *The Watchtower* and *Awake!* which I shall be glad to leave with you on the small contribution of ten cents." Generally, business people appreciate your coming right to the point of your visit.

[5] When unusual interest is found on Magazine Day record it and then call back to be of additional assistance. Many persons contacted in Magazine Day activities are now Kingdom publishers. This avenue of service, too, is a splendid way of training new and young publishers to make an actual presentation. By using magazines you will meet or exceed each week the quota of two magazines per publisher, and aid in keeping Jehovah's name and purposes before the people.

# Work Without Loitering or Complaining

## Book and Booklet to Be Offered

[1] A true Christian is always busy. A true Christian is likewise happy. Jehovah's witnesses, being true Christians, are both. As slaves to Jehovah working under his Son, Christ Jesus, they keep busy and happy going about their Father's business. —Rom. 12:11, *NW*.

[2] June is an excellent month to keep busy going from door to door and training new ones in the great work of preaching. Using three- to eight-minute sermons, each publisher will present the offer, the book "*New Heavens and a New Earth*" and *After Armageddon—God's New World*, on a contribution of fifty cents.

[3] While continuing to be busy in house-to-house preaching also share in back-call and home Bible study work. Have a ten- to fifteen-minute back-call sermon prepared that will draw attention to the need for learning God's purposes, and show how effectively this can be done through a weekly discussion with one of the Society's publications.

[4] Busily Jehovah's organization continues to supply new issues of the *Watchtower* and *Awake!* magazines, so all publishers can place their quota of at least two magazines every week. Working with magazines an hour before the congregation book study is suggested, as well as regular Magazine Day activities.

[5] The warm month of June does not mean more time for relaxation. Instead, the pleasantness of summer will make us more mindful of the Creator's blessings, moving us to more energetic activity in his service. Congregations having remote sections of territory not worked during winter months will delight to arrange car groups, pack a lunch, get an early start and spend long, joyful days in Kingdom service.

[6] Having a desire to share in this work to the greatest extent possible, each dedicated publisher will find pioneering a worthy goal. If you cannot enjoy regular pioneer blessings and privileges now, then be a vacation pioneer, one, two or more months, if possible, or for the special two-week period. Keep busy in Kingdom service and you will keep happy going about your Father's business.

# YOUR SERVICE MEETING

**(Demonstration for week of June 6. Student talk to be given by same student week of June 13 in ministry school)**

**SCENE I (4 min.)** School servant talks on value of third student talk. Purpose of the talk is to bring out interpretative points. Much is missed when students merely repeat information covered by the previous two speakers. Perhaps some do not understand how to gather material or know what points should be brought out. Speaker who has the third talk next week has been asked to help demonstrate preparing of talk.

**SCENE II (14 min.)** Servant asks if student has carefully read lesson, Ex. 4: 10 to 7: 7. Student has read material several times; however, does not know how to find interpretative points. Servant points out that two simple ways are to look up marginal references for explanations from other scriptures and examine scriptural indexes in latest books and December 15 issues of "The Watchtower" to find where scriptures are discussed. These publications can be found in theocratic ministry library. Servant has several books and bound volumes of "Watchtower" from library with him. First they discuss scriptures and pick out points of importance, such as Ex. 4: 10-16, Jehovah's commanding Moses to speak; Ex. 4: 24-26, circumcising of Moses' son; Ex. 5: 2, Pharaoh's refusal to recognize Jehovah and subsequent burdens on Israelites; Ex. 6: 3, Jehovah's making known his name to his people; Ex. 7: 3, 4, Pharaoh's obstinacy of heart. Servant asks if theme has been selected. Student has had difficulty here, too, so after brief discussion of points they decide "Recognizing and Serving Jehovah" would be a good theme.

Turning to index in December 15, 1953, issue of "The Watchtower," servant shows how to find information on Exodus 6: 3. Referring to pages 574, 575, they find that Jehovah showed the proper application of his name to his people and that name was used in its right sense. Today those with right heart condition have been selected as his name people because they recognize and serve Him. On other points they find that Moses' obedience in preaching despite his speech defect set proper example. Even old age (Moses was 80) should not keep us from service. (W 10-15-52, p. 614) Some are critical of Jehovah for sending his angel to kill the son of Moses, but marginal reference to Gen. 17: 14 gives proper understanding. (W 6-1-53, p. 351) Pharaoh pictures Satan and his organization, that refuse to recognize Jehovah and set their hearts obstinately against the message preached by God's servants (W 6-1-53, p. 345) Recognizing Jehovah and serving him mean deliverance from evil old world just as it did for Israelites from Egypt. Consulting some of the books they find additional information on the points in "This Means Everlasting Life", page 13; "Let God Be True", pages 21-24, 31; and "What Has Religion Done for Mankind?" pages 116, 117. Student is pleased to find out how to gather material, will use points in talk following week

**SCENE III (2 min.)** Servant sums up points covered. His talk should deal with correct interpretation, use of theocratic library, looking up marginal references, checking scriptural indexes and using theme. He urges all to attend school so as not to miss fine features like third student talk

**Helpful Suggestions**

**(5 min.)** Servant discourses on fine results of giving three- to eight-minute sermons and using Bible in house-to-house ministry. Many people want to know the reason why things are as they are, but do not seem to know who or what to believe. It is our privilege to aid persons of good will by referring them to the Bible and Bible study aids, which reliably answer their questions. Have all accepted suggestions outlined in the "Informant" to give three- to eight-minute sermon and to use the Bible in house-to-house preaching? Do you have questions?

**(2 min.)** Publisher raises hand. Likes idea of giving three- to eight-minute talks and sees merit of doing so. He has prepared some, but has trouble remembering and finds himself forgetting points and scriptures at the door. He would appreciate suggestions from his brothers.

**(5 min.)** Servant invites audience to make suggestions, such as this practical one. A brother relates that, when he has an assignment for the ministry school or a talk to give on the service meeting, first of all he gathers material and makes notes. But even more is required, he must practice delivering the material. So, he suggests, first of all gather material from "Make Sure of All Things" or other Society publications, make notes, practice giving the talk before going to the door and, if necessary, carry the notes with you from house to house referring to them when necessary.

**(1 min.)** Another publisher relates that he would like suggestions on using the Bible in house-to-house preaching. He gets so nervous when he cannot find the different books of the Bible. The pages seem to stick together and he just seems clumsy when he tries to use the Bible giving a three- to eight-minute sermon.

**(5 min.)** Servant again invites audience to make suggestions, such as these: Put suitable markers between pages of the Bible you want to use. Some public speakers do this so they can readily turn to the scripture. To find the scripture location on the page easily, some underscore the verse. To remember the next scripture to be used in giving a three- to eight-minute sermon, a pencil notation alongside the verse being used works very well.

**(3 min.)** Servant sums up good suggestions made showing how they can assist many more to commence having a joyful part in giving three- to eight-minute sermons at the doors of people to whom we are privileged to minister.

## De Luxe Bible Price Reduced

Beginning June 1, 1954, the price of the de luxe edition of the *New World Translation of the Hebrew Scriptures*, Vol. I, and the *New World Translation of the Christian Greek Scriptures* will be reduced to $5.00 each for congregation publishers and $4.00 to pioneers. They will be available at all district assemblies.

## Speech Counsel Form

The speech counsel form has been revised to conform with our present ministry school arrangement. A sample for the ministry school servant is enclosed with this *Informant*. When ordering please remember that this is a cash item.

## District Assembly Reminders

[1] As announced in the May 1, 1954, *Watchtower* seventeen district assemblies will be held throughout the United States during June, July and August. These convenient locations make it possible for virtually all to attend an assembly this year. Please remember to submit your Room Request form to the city where you will attend. Volunteer Service applications may also be sent. Those who expect to attend one of the Canadian assemblies may use the regular Room Request form, mailing it to the rooming address given in the *Watchtower* issue referred to above.

[2] In addition to attending an assembly every publisher will want to share in field service work. The current offer of the month will be used wherever you attend. Schedule your activity so as to join in field work arranged in accord with the assembly program.

[3] The good conduct and bearing of Jehovah's witnesses while in assembly have been the subject of much favorable comment. This reflects favorably upon Jehovah, whom we serve. While attending meetings, kindness and consideration should be shown others. Do not mill around the passageways or the grounds during meetings. It is a good policy to be seated before meetings start, and to be quiet during the entire session, for your welfare and in consideration of others. Occasionally some have left meetings early to avoid the crowd or to be first to the cafeteria. This does not justify the disturbance to others. Be on time for meetings and always remain for the concluding prayer. (See *The Watchtower*, issue of July 1, 1953.)

[4] As all of Jehovah's witnesses have these things in mind and apply them at the district assemblies, mutual joys and blessings will be the rich portion of each one. Be sure to attend one of the 1954 district assemblies for all four days.

**Pioneer Meal Ticket**

Meal tickets will be mailed to pioneers who were on the list as of January 1, 1954. Treat the ticket as you would money. Do not leave it at home or lose it, as none will be replaced. These tickets are negotiable only at the convention cafeteria.

**Training Program . . .** *(Cont'd)*

ress has been made since September and that Jehovah's blessing is upon the new arrangement. May all continue to give full support to this training program and thereby reap the intended benefits of greater maturity and effectiveness in house-to-house preaching.

# Walking in Jehovah's Name Forever

## Unassigned Territory Work to Start

[1] To walk in the name of Jehovah is the way of unending life. The worshipers of all other gods are walking in the way that leads to destruction. By keeping our footsteps in the way Jehovah sets for us, we shall gain everlasting life in his new world. Then, in the fullest sense, we shall "walk in the name of Jehovah our God for ever and ever."—Mic. 4:5, *AS*.

[2] During July Jehovah's witnesses will prove their worthiness to continue walking in the name by praising it more and more to all kinds of men. As aids they will use three bound books, on a contribution of $1.50, with a premium of three booklets, or two magazines and a booklet.

[3] Unassigned territory work begins in July. It means contacting people who have had little opportunity to learn of Jehovah's great name and purposes. In this territory be prepared to give a three- to eight-minute sermon and offer the three oldest books you have in stock, as most of these isolated people have not read the older books and it will be a good opportunity to move these out of your stock. Public meetings should be arranged wherever possible.

[4] Special pioneers have been working unassigned territory for several months now and many new congregations are being formed. If special pioneers in unassigned territory would like assistance from nearby congregations, arrangements may be worked out between the special pioneers and congregation servants.

[5] Though working primarily with bound books, we must also keep in mind our quota of two magazines per publisher each week. The *Watchtower* and *Awake!* magazines do much to show forth the glories of Jehovah. Place them increasingly in the homes of the people, where they can do the most good assisting sheeplike ones to know of Jehovah's name and purposes.

### Legal Notice

Ministers finally classified as conscientious objectors (I-O) and denied the ministerial exemption by draft boards may find helpful a memorandum for attorneys prepared by Hayden C. Covington, counsel for Jehovah's witnesses. A copy of this may be obtained by writing to Brother Covington at 124 Columbia Heights, Brooklyn 1, New York.

### Brooklyn Bethel Vacation

The Society's offices, factory and Bethel home will be closed from July 31 to August 15, inclusive. Orders and correspondence sent in during that period will not be handled until some time after the reopening of the offices. Anticipate needs now and place your orders so they may be handled before the vacation period.

### Coming Literature Offer

September: *New World Translation of the Christian Greek Scriptures* or the *Hebrew Scriptures;* either volume can be used along with one bound book on a contribution of $2.

***"Make Sure of All Things"***

**2nd week:**

Bible (page 39, Inspiration to 2 Pet. 1:19 on page 43)

Back-call on newly interested person answering questions on these points. (1) How God inspired faithful men to write, though they did not always understand meaning; (include preflood documents). (2) Why interpretation and understanding of Scriptures must come from Jehovah. (3) How Scriptures were transmitted, preserved and used by priests, kings, Jesus and disciples. (4) Written Word should be accepted while rejecting man-made tradition.

**4th week:**

Bible (pages 43-46)

Discourse covering (1) True Science, (2) Authenticity and (3) Examples showing fulfillment of prophecy.

# CONGREGATION ORGANIZATION

## Training-Program Assignments

[1] It is the privilege of more mature publishers to assist those who are less mature and new in the truth to become effective house-to-house preachers. Under the new training program arrangements have been made for this assistance to be given in a systematic way. After ascertaining who qualify to give this mature assistance, they can be given definite assignments to assist less mature publishers.

[2] But how are these assignments to be made, and by whom? When the circuit servant is with a congregation he will work with the more mature publishers and ascertain who qualify to assist others. Before making assignments it is suggested that he discuss them with the congregation servant and respective congregation book study conductors. They might have suggestions in making assignments, so that the best results will be accomplished. The circuit servant will then make definite assignments by getting the two persons together and discussing with them what is required. He will explain that the more mature publisher is to take the lead in field service and will be offering suggestions for improvement.

[3] This method for giving training will not be a "teacher-student" arrangement so much as it will be a mature publisher going along with a less experienced publisher to offer suggestions for improvement. It is a reciprocal arrangement. While one will be assisting the other, both will profit from the experiences in the field. Both will strive to improve their ministry by giving effective three- to eight-minute sermons, conducting better back-calls and home Bible studies.

[4] The two publishers should adjust their personal schedules so they have definite times to work together in field service. They will not necessarily be working together at each door all the time they are in the field. Perhaps the first hour each time they work together, depending on the circumstances, will provide sufficient opportunity for improvement suggestions. After this they could work alone, the less mature publisher endeavoring to apply the suggestions given. The assignment will continue in effect until some adjustment is made later by the circuit servant or congregation servant.

[5] The congregation servant should properly supervise the training program by keeping it well organized following the circuit servant's visit. He will make adjustments in individual assignments when necessary, following the same procedure as the circuit servant.

[6] Much depends on the leadership of congregation book study conductors as to the success of the training program. Each publisher in the group, whether assigned to assist another or to receive assistance, should be given regular encouragement. Point out the importance of close co-operation and support. With each one doing his part, much progress will be manifest.

[7] Assignments should be made with care, and those assigned should take their assignments very seriously. The training program is accomplishing much to increase effectiveness and regularity in the service. Continue to use it to the utmost in working toward the goal of 'every publisher a regular house-to-house publisher.'

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

JULY, 1954 | "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. | BROOKLYN, N. Y.

# Walking in Jehovah's Name Forever

## New Fields to Be Worked

### Use 3- to 8-Minute Sermons

[1] Jehovah's name is worthy to be praised. As Jehovah's servants, daily, by word and deed, we proudly sing the praises of our God. Let the world praise its gods. But as for us, "we will walk in the name of Jehovah our God for ever and ever." —Mic. 4:5, *AS*.

[2] Devotion to the name must be proved. July offers opportunities to furnish that proof. Vacations may be spent in pioneer service and long, pleasant days filled with happy hours of praise in regular and unassigned territory. In deeds and spoken words have a full share in activities this month and then do not neglect to report.

[3] What is the offer for July? Three books with three booklets or with two magazines and one booklet on a contribution of $1.50, in regular territory, and the alternate offer in unassigned territory of a subscription for *The Watchtower* and a book, on a contribution of $1.50. Especially in unassigned territory we shall want to use the older books in stock. Here will be a chance for many to receive the fine information in these older publications and, too, it will help to reduce your stock of older books. Be sure to present the complete offer at each door.

#### Prepare Your Sermons

[4] Whether our service will be in unassigned territory or in our regular territory, plan interesting three- to eight-minute talks to catch and hold the interest of people. Talk to one another about your sermons and presentations as you travel to the territory. Try them out on one another, and offer suggestions for improvement. And, of course, continue the training of less experienced publishers. Take them with you from house to house, on back-calls and Bible studies. Help them to see their privilege of walking in the name of Jehovah as a regular house-to-house publisher.

[5] If special pioneers in unassigned territory would like assistance from nearby congregations that did not receive unassigned territory, arrangements may be worked out between the special pioneers and congregation servants. And, too, let us not forget our quota of two magazines per publisher per week. The vibrant message contained in *The Watchtower* and *Awake!* can mean life to those who read and heed it.

[6] Keep the name of Jehovah before the people. Be diligent to praise the name at all times whether in unassigned territory or in your regular assignment. It is necessary, if you are to be found walking in Jehovah's name now and in the days to come.

# Unassigned Territory Work

## Special Offer May Be Used

[1] July and August will find many brothers throughout the United States busily working in unassigned territory. The purpose of working unassigned territory is to contact and assist interested persons with the view to building them up in the faith and helping them to organize their praise to Jehovah.

[2] A year's subscription for *The Watchtower* with one book, or three books with three booklets or with two magazines and one booklet, may be offered on a contribution of $1.50. Since these people are seldom called on, we suggest presenting the *Watchtower* subscription and book offer. Try to leave something at every

(*Continued on page 2, col. 2*)

# More and More New Subscriptions

## 512,649 Received January—April

Expansion is on! How thrilling it is to receive over a half million new subscriptions for *The Watchtower* and *Awake!* in the Brooklyn office alone! This is the first time in any campaign that the half-million mark was surpassed. And that is not the grand total world-wide! Additional tens of thousands of new subscriptions for magazines printed elsewhere, such as in Germany, Switzerland, South Africa, Japan, etc., are not included in the following chart.

| | 1954 | | | 1953 | | |
|---|---|---|---|---|---|---|
| **The Watchtower** | **From the United States** | **From Other Branches** | **Total** | **From the United States** | **From Other Branches** | **Total** |
| English | 318,667 | 63,955 | 382,622 | 299,800 | 69,148 | 368,948 |
| Arabic | 103 | 509 | 612 | 99 | 617 | 716 |
| Cebu-Visayan | 17 | 745 | 762 | 18 | 702 | 720 |
| Greek | 515 | 427 | 942 | 444 | 379 | 823 |
| Ibo | | 501 | 501 | | 417 | 417 |
| Ilocano | 76 | 1,572 | 1,648 | 61 | 1,709 | 1,770 |
| Italian | 1,736 | 2,782 | 4,518 | 1,485 | 2,387 | 3,872 |
| Polish | 957 | 760 | 1,717 | 949 | 721 | 1,670 |
| Russian | 382 | 322 | 704 | 344 | 283 | 627 |
| Slovak | 289 | 89 | 378 | 230 | 77 | 307 |
| Spanish | 8,492 | 18,971 | 27,463 | 8,937 | 13,166 | 22,103 |
| Tagalog | 32 | 634 | 666 | 27 | 762 | 789 |
| Twi | | 362 | 362 | | 336 | 336 |
| Ukrainian | 294 | 666 | 960 | 240 | 721 | 961 |
| Yoruba | | 995 | 995 | | 887 | 887 |
| Misc. Lang's | 3,353 | | 3,353 | 2,954 | | 2,954 |
| Total | 334,913 | 93,290 | 428,203 | 315,588 | 92,312 | 407,900 |
| **Awake!** | | | | | | |
| English | 55,272 | 20,785 | 76,057 | 60,108 | 22,092 | 82,200 |
| Greek | 182 | 213 | 395 | 241 | 212 | 453 |
| Spanish | 1,335 | 5,490 | 6,825 | 1,449 | 5,442 | 6,891 |
| Ukrainian | 122 | 317 | 439 | 95 | 449 | 544 |
| Misc. Lang's | 730 | | 730 | 683 | | 683 |
| Total | 57,641 | 26,805 | 84,446 | 62,576 | 28,195 | 90,771 |
| Campaign Total | 392,554 | 120,095 | 512,649 | 378,164 | 120,507 | 498,671 |

It is very encouraging to note that an additional 19,325 new *Watchtower* subscriptions were received from the United States publishers this year and also a 25 per cent increase in Spanish *Watchtower* subscriptions

(*Continued on page 3, col. 2*)

## *Around the World with Jehovah's Witnesses*

### Baptism

From all nations, peoples, kindreds and tongues, over 50,000 persons last year, an average of 139 each day, on learning and coming to appreciate the truth, symbolized their dedication by water baptism. This was done as Jesus commanded, at Matthew 28:19, NW.

At the New World Society Assembly in New York, the amazing number of 4,640 were immersed. (43, 44) This is the largest baptism on record to date. (Acts 2:41, NW) And it was not the only large baptism held last year for at the German assembly 2,843 symbolized. (160)

Is a long period of time required between the time one first hears the truth and one's baptism? (Acts 8:26-38, NW) On recognizing and appreciating that "this is the truth," in just a matter of weeks or a few months those who love Jehovah will delight to follow the example of the Lord Jesus by being baptized and then by diligently carrying out their dedication vows. One of these requirements is to share in the preaching work regularly. (90, 112, 113) That the truth is making rapid progress in Korea and that maturity is forthcoming, note that last year 236 of 417 preaching there took the forward step of water immersion. (82)

But to obey Jesus' command more is required than just to understand what baptism means. Additionally, one must live a life in accord with the principles of Jehovah, to whom each one is dedicated. Gladly, as illustrated on pages 209 and 210, potential members of the New World society, on learning the truth, make whatever adjustments may be necessary before baptism and thereafter live in accord with God's will as found in the Bible.

## Special Subscription Insert Slips to Be Discontinued

When your present supply of experimental special subscription insert slips for distributors' copies of *The Watchtower* and *Awake!* is exhausted, please do not request more. The slips are no longer being printed.

From the first of January through the month of May the Society has kept an accurate check on the number of special subscription slips sent in. Out of the 10,229,500 slips printed and distributed, only 990 persons used the slips to subscribe. That means one subscriber for every 103,329 slips.

While the experimental subscription slips undoubtedly acquainted many persons with subscription arrangements, once again the point is forcibly brought home to all Kingdom publishers: The only effective way to place literature and preach 'the good news of the Kingdom' is by personal contact with people at their homes. God's Word tells us to preach and it is the talking that brings results.

# *Presenting* THE GOOD NEWS

## While Traveling

[1] Jehovah's witnesses are travelers. Several times each year they make theocratic trips to circuit, district or national assemblies. Additionally, much traveling is done during regular witness work, as well as on vacations, etc. Have literature with you at all times, and keep it near at hand for ready use while traveling.

[2] When you stop to get gas the attendant will generally notice your bumper sign. Tactfully lead him into conversation by asking how far it is to the assembly city, explaining you must get there by a certain date as you are to attend a Christian assembly of Jehovah's witnesses. Ask him if he heard of the large assembly held at Yankee Stadium last year (most have), and point out to him that it was the largest Christian assembly held in modern times, with people coming from 96 different lands. The gathering amazed the world and proves that the Bible, when understood accurately, is not a divisive book, but one that unifies people of all nations. After a brief discussion, judged by the amount of time he has, you might offer the latest magazine and a booklet for ten cents.

[3] Then, when stopping to eat, many times you will have opportunity to talk to the waitress or cashier, especially if they are not very busy. If you can engage them in a brief discussion, do so. You might say: "Did you know that a man who lives 70 years spends approximately five years of that time doing nothing but eating? Food certainly is important, isn't it? . . . I am just returning from a Christian assembly of Jehovah's witnesses. There I learned it takes more than material food to sustain life. Jesus said that we must be conscious of our spiritual need as well. I know that you are busy now but I would like to give you this tract *Life in a New World*. It outlines the promises contained in the Bible for a better world. You will enjoy reading it."

[4] Another opportunity to witness, and probably in more detail, may come while stopping at night. After the manager has shown you to your room, you might approach him in this manner: "After viewing the beautiful and peaceful countryside today it seems hard to realize that there could be so much trouble, sorrow and suffering in the world. Have you ever wondered if permanent peace is attainable by man?" Then discuss with him God's promise to create a new world of righteousness and offer the book "*New Heavens and a New Earth*" on the contribution of fifty cents. Three- to eight-minute sermons on Scriptural themes equip you to be ready for all these opportunities.

**Unassigned Territory . . .** (*Cont'd*)

home! If not a subscription and book, then some books or booklets and magazines. Generally, at least a tract can be left.

[3] As money may be scarce in some areas, literature can be exchanged for canned goods, fruits, vegetables, eggs, honey, fowl, gasoline, etc. These products can either be used or exchanged for money later on.

#### Organizing for Work

[4] On receiving an assignment, prepare for the work. Organize car groups and arrange for territory coverage. Select public meeting locations (parks, grange and community halls, private homes, etc.) and obtain blank or printed handbills. At service meetings review unassigned territory booklet instructions and discuss the work to be done.

[5] It would be well to work populated centers first and then scattered rurals. Calls should be made on interested persons whose names have been sent by the Society and studies should be started where possible. Answering their questions, taking them in service, organizing study groups, etc., will build them up for future organization.

[6] When the assignment is completed, the names and addresses of all especially interested persons should be sent to the Society. It is preferred that these names be put on separate slips of paper, 3 inches by 5 inches, along with pertinent information about each one. With these names you should send a report on the coverage of the territory, informing the Society of interest found and the prospects for development by pioneer aid. Experiences involving such things as the people's reactions to the message, how problems in the territory were overcome, outstanding interest found and the effect the work done in the past two years has had will be welcomed.

# YOUR SERVICE MEETING

### All Can Preach

**SCENE I (3 min.)** Conductor comments on purpose of training program and how all can be assisted to preach When assigned to work together, do so as often as possible by making adjustments in personal routine. Cooperation is essential for full benefits. Tact and encouragement will often be required on part of more experienced publisher to assist another, as will be noted in following demonstration. Willing calls on Need Assistance, whom he is assigned to aid.

**SCENE II (12 min.)** Willing begins by saying he wanted to stop by and arrange convenient working schedule, as suggested by circuit servant. Practical to get together in order to outline and agree on specific times and days to work together. Need Assistance likes training program, but doubts if he will be able to work with Willing. Does not feel capable of doing house-to-house work and doubts if he ever could. Does not want to become burden to Willing and feels Willing could do more good by helping someone else. Willing tactfully replies none are capable in own strength. Must rely upon Jehovah's direction. He makes provisions for his people that must not be shunned. When circuit servant discussed working together, Need Assistance raised no questions. Would be well now for them to follow through, for real happiness results from being obedient to direction and will of Jehovah and visible organization.

Need Assistance says he does not want to be untheocratic, but feels program good for others more capable but not for him. He is unable to express himself clearly at door, is easily discouraged, fears what people might say to him while preaching, etc. He would like to preach, but just does not feel he can. Willing uses Scriptural example of Moses, who, due to speech difficulties, felt that he was unqualified and unable to lead Israelite nation. Did he say, Impossible, it can't be done? No! He relied on Jehovah's direction. Jehovah assigned Aaron to assist Moses as his spokesman. Moses accepted assistance rendered by Aaron. Did not overlook Jehovah's hand in matter. (Ex. 4:10-16) After a period of time elapsed Moses was able to represent Jehovah effectively before his people

Present-day training program should be viewed in similar spirit. It will help Need Assistance in becoming a qualified preacher of good news, if he responds to provision. Need Assistance thanks Willing for Scriptural encouragement. He does want to become a good preacher of the good news and will appreciate patient assistance of Willing. The two then sit down and plan a working schedule permitting them to work together several times each week.

**SCENE III (3 min.)** Jehovah knows what his people need and when. Now is the time for more and more to become better preachers, to care for the great gathering work. Through the training program all can be assisted to preach and enjoy many New World society blessings.

***"Make Sure of All Things"***

**2nd Week:**

Blood Transfusion (pages 47-48) Demonstration: One of Jehovah's witnesses in need of an operation explains to his doctor why he cannot Scripturally undergo a blood transfusion.

**4th Week:**

Born Again (pages 48-50) Discussion: One of the newer publishers does not understand what it means to be "born again" and inquires of one of the mature publishers, who explains Scriptural meaning by following material outlined.

## Another Makes Adjustments to Pioneer

After carefully and prayerfully considering the invitation in the May *Informant* to pioneer a sister 71 years old made adjustments to take up this joyous service. In the letter of recommendation the congregation servant wrote: 'This sister is 71 years of age. She is very zealous for the Kingdom work. Though living 13 miles from the Kingdom Hall, she regularly attends meetings. When she considered Jehovah's call for full-time workers she said: "I will go." ' Are you making adjustments in order to pioneer?

## Legal Notice

Brothers expecting to appear before draft boards or hearing officers of the Department of Justice may write to H. C. Covington, 124 Columbia Heights, Brooklyn 1, New York, for helpful suggestions on procedure.

## New Cost List

Two new Cost List booklets are being sent to each congregation with this *Informant*. It is important that the congregation servant and the stock servant carefully study the instructions that appear in the first few pages on how to order. A copy of the booklet is also now being sent to pioneers working unassigned territory. All other pioneers will receive a copy of the new booklet with their yearly supplies sent out in August.

## Be Sure to Attend

[1] If you did not attend the Boston, the Cincinnati or the Richmond district assembly, then surely you will want to attend one of the other fourteen assemblies to be held in the United States during July and August. A splendid program providing four days of 'food in due season' awaits you. There is still time to make plans and to attend. Write to the city of your choice for rooming accommodations, if you have not already done so. If by chance you do not receive your accommodations through the mail, they will be held for you at the assembly city rooming department.

[2] In addition to attending an assembly, enjoy an additional part of assembly activities by volunteering to help. Much assistance will be needed by each department at all assemblies. You can make the task lighter by offering your assistance. So why not send your Volunteer Service application slip to the assembly city where you will attend, designating on it what you can and would like to do?

[3] While there is much to be done around the assembly, do not lose sight of the importance of field service. Arrangements have been made for field service at each assembly city. Take advantage of all opportunities to engage in house-to-house work as well as to share in street advertising with magazines, placards and handbills. Four days give us a wonderful opportunity to accomplish a great witness in the assembly city.

[4] Bumper signs, lapel cards and holders are now available. If you have not ordered from the Society what you need, please do so at once. Utilize these additional ways of advertising assemblies going to, at and returning from the district assembly.

**New Subscriptions** *(Continued)*

and a 17 per cent increase in Italian *Watchtower* subscriptions. You will observe that the United States report of 392,554 new subscriptions differs from the figure 370,277 given in the June *Informant*. The 370,277 figure was taken from pioneer and congregation reports, while the 392,554 figure is the actual count of new subscription slips received at the office.

Another very gratifying thing noted by the Society is the very fine support that publishers are giving to the arrangement to obtain renewals before subscriptions expire. During the campaign 145,447 renewals were received, a far-greater number than ever before. Continue rendering this fine assistance so that subscribers will have uninterrupted magazine service.

The total number of new subscriptions reported to Brooklyn from September 1, 1953, to May 15, 1954, stands at 788,480. For the last full service year the total for the world was 882,296. Will the *one-million* mark for new subscriptions for the world be reached by the end of August? IT IS IN THE REALM OF POSSIBILITY. Remember, any time is a good time to encourage persons of good will to subscribe for the two most enlightening magazines on earth, *The Watchtower* and *Awake!*

# Take Flight to the Mountains for Safety

## Service Year and Unassigned Territory Work End with August!

[1] A world destruction impends! Warning must be given! Where is the place of safety? Certainly not in any part of this doomed world's systems. Jesus warned to take flight to the mountains for safety. (Luke 21:20, 21; Matt. 24:15, 16, *NW*) It is in the new-world theocratic system of things where Jehovah keeps his New World society safe. Members of that New World society now want to warn others to flee this doomed world's system of things and to help them find safety in Jehovah's new-world system of things.

[2] August will mark the final month of the service year. Lovingly aid others to take flight to God's prescribed place of safety by continuing to offer three books with three booklets or with two magazines and one booklet, on a $1.50 contribution. Placements and interest should be noted for return calls, with the view of developing home Bible studies. Help train others when engaged in any feature of service.

[3] *With the close of August this* summer's unassigned territory work will terminate. Make every effort to cover your assignment thoroughly. At the end of August be sure to send the Society a report of what was *accomplished and the names and* addresses of especially interested persons.

[4] Magazine distribution should continue to command our attention. Have you been keeping up with the quota of placing at least two magazines each week? Being magazine conscious at all times will enable you to not only meet but also surpass the quota.

[5] There must be no letup in our preaching activity. Flight to Jehovah's new-world system of things for safety is imperative. In love for our imperiled neighbor and fellow *man, let us help as many as we can* to flee without further delay to the mountains for safety, Jehovah's New World society.

## 1955 Conventions

Inquiry is made from time to time as to when and where the 1955 European conventions will be held. It appears now that the convention in London will be held from July 27-31; in Paris from August 3-7; in Italy from August 5-7; in Germany from August 10-14; and in Sweden from August 17-21.

In the United States we plan to have five assemblies. At the moment it appears that the New York assembly will be July 20-24. As soon as other information is available, it will be announced.

UNITED STATES QUOTA FOR 1954
153,962 Publishers

## Monthly Field Service Report

May Report

| | Pubs. | Av. Hrs. | Av. B.C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 327 | 148.2 | 55.8 | 5.6 |
| Pioneers | 5,276 | 96.1 | 31.4 | 4.2 |
| Vac. Pios. | 403 | 90.3 | 26.0 | 2.9 |
| Cong. Pubs. | 151,211 | 10.3 | 3.2 | .4 |
| Total Pubs. | 157,217 | | | |

Public Meetings Held: 11,542

## Do Not Neglect to Report!

While July and August with assemblies, unassigned territory and vacations will be busy, fast-moving months, do not neglect to report your field service. In past years many, because of being away from their home congregation during this period, have not arranged to turn in their reports. If necessary, send your report slips to the congregation servant by mail just before the end of the month. Do not become an irregular publisher because you have neglected to report.

# CONGREGATION ORGANIZATION

## Public Relations Servant

[1] In each circuit the Society has appointed a brother to care for publicity in connection with the circuit activities of Jehovah's witnesses. He is known as the "Public Relations Servant," since it is his duty to maintain good relations with the various news channels in publicizing assemblies and other special events in the circuit. When handled discreetly the newspapers, radio and other media for disseminating information can be used to a very good advantage in acquainting the people with the important activities of Jehovah's witnesses.

[2] Primarily the public relations servant will be concerned with assembly publicity. When circuit or district assemblies are announced, he should contact the newspapers within the circuit and keep them posted with pertinent information on the assemblies. He may request the assistance of certain brothers in the congregations in connection with such publicity. Congregations should co-operate. At circuit assemblies he should release important data regarding the assembly, its purpose, what is to be presented on the program, speakers who will participate, etc. He will work closely with and under the supervision of the circuit servant in caring for his duties. A memorandum entitled "Suggestions on Theocratic Public Relations" has been prepared for public relations servants, and this should be consulted frequently in caring for public relations work.

[3] In addition to publicizing assemblies, the public relations servant can assist in directing publicity in connection with dedication of Kingdom Halls, special programs, etc. Each congregation is responsible for local publicity and should be alert to use all opportunities to publicize the theocratic activities locally, but the public relations servant can offer suggestions and be of much assistance to the various congregations in his circuit in handling and improving publicity. The servants should feel free to consult him on local publicity.

[4] In handling his duties the public relations servant should use the spirit of a sound mind at all times. Controversial material and discussions should be avoided wherever possible. He should have in mind that the information he provides for public consumption will usually be widely distributed. Hence, he should not only make it interesting and alive, but factual. The Society does not recommend paid advertising. If releases are submitted as important NEWS regarding activities of the community and if interviews are planned in order to be interesting and educational to the people in general, most newspapers and radio stations will consent to cover the activities free. Much depends on the contact made by the public relations servant as to the response the editors and program directors make.

[5] Jehovah has commissioned us to preach the good news of the Kingdom in all the world for the purpose of a witness. The other sheep must learn of the New World society and come into it for safety. The public relations servant can add much to the proclamation of the good news by diligently caring for his duties.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

AUGUST, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N.Y.

# Take Flight to the Mountains for Safety

## Aid Others to Take Flight

### Plenty of Territory to Work

[1] The old world is devoid of hope! It is doomed to complete demolition! Plainly in evidence is the fact that armies of destruction are beginning to surround Christendom. Now is the time for all persons of good will to flee to the mountains of Jehovah's organization of permanent safety, security and preservation before the winter of Armageddon sets in and it becomes too late to flee.—Matt. 24:15, 16; Luke 21:20, 21.

[2] Putting into practice the wonderful counsel received at district assemblies, Jehovah's servants during August will urge the other sheep to hasten their flight. There is no time to waste! Prepare coherent, thought-arousing three- to eight-minute sermons and use them from house to house. The offer will be three books with three booklets or with two magazines and a booklet on a $1.50 contribution. It is suggested that "*The Truth Shall Make You Free*" be included in the offer.

[3] One Bible study per publisher remains our goal. Bible studies result from making back-calls. Make return calls upon those who obtain the offer and aid them to take flight by gaining accurate knowledge through a home Bible study. New and less mature ones will be assisted by more experienced witnesses.

[4] *Congregations* working unassigned territory will complete their assignment by the end of the month and then submit to the Society a complete report of what was accomplished. As suggested in the July *Informant*, since people in unassigned territory seldom are called on it would be well to offer a year's subscription for *The Watchtower* and a book for $1.50 instead of the regular offer for the month. Congregations not assigned special territory should concentrate on working remote sections and areas in their assignment that have not been worked recently.

(*Continued on page 3, col. 3*)

### ADDED AIDS

Have you developed several three- to eight-minute sermons? Are you using them in witnessing from house to house? Do you support points in your sermon by reading scriptures from the Bible? All publishers are encouraged to do so, for using short sermons is proving to be the most effective means of conveying Bible truths to the people.

As an aid to developing more seven- to eight-minute sermons, commencing with the August 15th issue and appearing in the September, October and November issues, the first article in *The Watchtower* will be a short sermon. It will contain material that you can use effectively in sermons from house to house after you say your usual "Good morning" and brief introduction. By condensing the material into outline form and listing the scriptures you want to read to support the major points you will have a variety of sermons to use; in fact, seven different ones. Take advantage of these added aids which will assist you to give better and more sermons. On service meetings during these four months congregation servants might well arrange for publishers to prepare and give sample sermons from these articles.

Undoubtedly you have also noted, starting with the July 1st issue of *The Watchtower* and the July 8th

(*Continued on page 3, col. 3*)

# President Writes Encouraging Letter

## Bethel Family Field Record Good

All Jehovah's slaves in the New World society will be interested in knowing some of the things Brother Knorr recently wrote to the 75 branch offices concerning the Bethel family's field service report, so here are a few excerpts from his letter.

"All of us who have the opportunity of working in the Bethel homes, either in Brooklyn or at branch offices, certainly appreciate the wonderful treasure of service that is ours . . . taking care of correspondence, shipping literature, doing home duties, cooking and laundry." He also said: "They rejoice in the opportunity of going out in the field service with their fellow workers preaching this good news of the Kingdom. The Bethel family in every country is looked to by local publishers to set the example in leadership."

He then mentioned that it was not only the work in the Bethel home that counted but also field service was necessary to give the individual a good standing before Jehovah. In this connection he said: "I took occasion to check the hours of every member of the Bethel family, of which there are approximately 400 here now, who are assigned either with the Brooklyn Heights unit or with other units throughout the city; and I compiled the averages of hours, back-calls and Bible studies. During the months of April and May there were 414 members in the family and they averaged the following in hours, back-calls and Bible studies.

**Combined Averages for Entire Family**

| AV. HOURS | | AV. BACK-CALLS | | AV. BIBLE STUDIES | |
|---|---|---|---|---|---|
| *April* | *May* | *April* | *May* | *April* | *May* |
| 12.5 | 14.6 | 5.8 | 6.6 | .7 | .7 |

**United States' Publisher Averages**

| AV. HOURS | | AV. BACK-CALLS | | AV. BIBLE STUDIES | |
|---|---|---|---|---|---|
| April | May | April | May | April | May |
| 9.6 | 10.3 | 3.3 | 3.2 | .4 | .4 |

"You will note from the above that the averages for the Bethel family are much better than the averages of the publishers in the United States. This makes our hearts very glad. In hours for April they averaged 2.9 more hours and in May 4.3 more hours. And then in the back-calls and Bible studies they were well ahead of the general averages for the country.

(*Continued on page 2, column 2*)

## *Around the World with Jehovah's Witnesses*

### Unassigned Territory Results

Jehovah's blessing has been richly manifest upon the diligent effort of congregation publishers and pioneers to witness in unassigned territory since the inauguration of this special work in 1952. To observe the far-reaching effects, note a few of the many "Yearbook" experiences.

Working unassigned territory in Newfoundland the brothers were greeted with expressions like: "Have you any more of those good books?" "Oh, you're here at last!" "You might just as well stop here until you teach us the right way. We want to know how to get everlasting life." (213) These expressions certainly indicate that the "other sheep" are eagerly awaiting the truth of God's Word It is no wonder, then, that the brothers put forth much effort in the various countries, such as in British Honduras, to work unassigned territory Here much more is required than settling comfortably in an auto and driving to the territory, but the brothers are happy to do it in order to reach the sheep (108, 109)

This year, as last year, many congregations will receive the same assignments and thus return to areas previously worked. In Argentina an effort was made to return personally to the homes previously visited, with good results. (86, 87) This shows the merit of calling on persons whose slips the Society sends out with a congregation's assignment. And just what may have happened since literature was left the previous year? Perhaps your experience will be a joyful one, similar to that on page 246.

### Travel Witnessing

Many times in traveling the opportunity is presented to talk the truth and witness to others. By talking to the one traveling next to you, by bus, boat, train or other ways, you might have experiences such as these taken from the 1954 "Yearbook."

Homeward bound from the New York convention a New Zealand pioneer spoke to a man who expressed fear of growing Catholic power. He had never before talked to one of Jehovah's witnesses and was glad to hear gems of truth. (204, 205)

An Alaskan publisher decided to take his canoe down the Yukon River, witnessing en route. His experiences were numerous In his travels he encountered two young Catholic men who recognized and accepted the truth and who are now publishers of the Kingdom message. (76)

Preaching can be done aboard ship too. A Norwegian brother spends up to fifty hours a month witnessing as he travels. After preaching systematically to all on the boat he leaves and takes up work on another. He has been privileged to help many to become associated with the New World society and to join in the preaching work. (221)

A missionary in Japan en route to her territory witnessed to a businessman and obtained a subscription. The next day he came to her on the train and obtained a subscription for a friend. The next day he came again—until by the week's end the missionary had obtained six subscriptions. (188) It pays to witness while traveling.

## Coming Literature Offer

October: *Awake!* Subscription and three booklets for $1.

# *Presenting* THE GOOD NEWS

## With Three-Book Offer

[1] During August we should be prepared to take advantage of every opportunity to leave the complete combination with householders by arousing their interest with the giving of a three- to eight-minute sermon.

[2] One approach might be as follows: "Good morning. My friend and I are making a friendly call this morning to help honest people get a better understanding of the Bible. Many sincere people have the Bible and read it, but find many things difficult to understand. To understand the Bible, more is required than just reading it. In his sermon on the mount Jesus showed us how to get an understanding of it. He did not just read the Bible to the people, but brought together the related scriptures on one subject. Note here at Matthew 5:5 [read] that Jesus was quoting from Psalm 37:11 [read]. Jesus quoted from different parts of the Bible to help people understand it, and the same is necessary for us today.

[3] "For example: All have lost loved ones in death. Would you be able to go to the Bible and find the answer as to where the dead are? As you know, the Bible has much to say on this subject, but in many different places. At Genesis 3:19 [read] we learn Adam went back to where he came from, the dust. Then over in Ecclesiastes 9:5, 10 we learn from the Bible that the dead know nothing. And at John 11:11-14 Jesus spoke of Lazarus' death as a sleep. And what is the hope for the dead? At John 5:28, 29 Jesus speaks of the resurrection. So you see that upon examining what the many different Bible writers had to say on a subject we are able to learn clearly what the Bible teaches. To assist people to get better acquainted with the Bible and to understand what it teaches, you are invited to obtain these three Bible helps, on a contribution of $1.50 They will aid you in a personal, topical study of the Bible."

[4] If you contact a householder who already has the offer, encourage him to read the books so as to benefit from the material they contain. Try to arouse his interest in reading the books by discussing a point of interest and showing how the books can be used effectively in study. By turning to the subject index of one of the books the householder has, various topics of interest can be pointed out and the individual shown how simple it is to gain Bible knowledge with the assistance of the book. If no one is calling on the householder and interest is shown, it is your privilege to call back and give assistance.

### President Writes Encouraging Letter *(Continued)*

"I thought this comparison would be good for you to see and to study over and to ascertain how you are getting along in your field service activity, to compare with the averages of your own country or even the averages of the United States and the Bethel family here."

Then he pointed out, "This presents a very healthy condition and it has made our hearts glad here in the Bethel home. . . . Of course, at different seasons of the year there are interruptions, such as working nights and all day Saturday in order to get certain things out on schedule. But regardless of this it is always good for us to have in mind the preaching of this good news of the Kingdom in all the world for a witness."

After telling about other matters, he brought his letter to a close and said, "What a joy it is to the remnant to see the other sheep gathered and taking on this great burden of responsibility in preaching the good news! Together we rejoice in our grand privilege of service and pray that Jehovah God will continue to give prosperity to his people as they bless him every day."

Our comment is, we are very thankful to receive this letter from the president of the Society and we are very happy to be members of the Bethel family and to be able to serve our brothers everywhere by working faithfully in the factory, the office, the home and in the field.

## Publications Now Available

*"Let God Be True"* (Second Edition) —Hiligaynon-Visayan

*"This Means Everlasting Life"* —Cebu-Visayan, Hiligaynon-Visayan

*What Has Religion Done for Mankind?* —German, Greek

*Evolution versus The New World* —Japanese

*God's Way Is Love* —French

*The Kingdom Hope of All Mankind* —Greek

# YOUR SERVICE MEETING

### That Householders May Know

**SCENE I (2 min.)** Chairman opens, discussing importance of giving a good witness at each door so householder will know that one of God's ministers is calling and your purpose in calling, and that he may be favorably impressed by your witness.

**SCENE II (3 min.)** Publisher talks to householder along this line without using Bible or prepared three- to eight-minute sermon "Calling upon persons in a Bible-education work and have literature that explains God's Word. Householder will find it interesting and helpful and may have these three books and booklets for $1.50 contribution.' Householder smiles condescendingly and, gently closing door, says he is not interested. As publisher is ready to turn toward next apartment door he hears from within apartment he just left: "Who was that, dear?" One who answered door: "Someone. I don't know who he was." "What did he want?" "He had some books explaining the Bible he wanted us to buy." "Did you buy any?" "No, I told him we weren't interested in any books. . . . Say, is dinner ready? I'm hungry."

**SCENE III (2 min.)** Chairman comments that publisher was not very effective, for householder did not learn real purpose of call What suggestions does congregation have? Undoubtedly someone will recommend use of three- to eight-minute sermon with Bible. Chairman agrees three- to eight-minute sermons are the answer and invites all to observe how much more effective the publisher would have been by doing like this:

**SCENE IV (10 min.)** Same publisher and householder as Scene II. After brief introduction publisher proceeds "The H-bomb, as well as the atom and cobalt bombs, is looked upon by many today as a threat to peace and as a possible means of destruction of our earthly planet. Many people wonder what the Bible has to say on the matter, and that is exactly our purpose in calling. At Isaiah 45: 18 God's original purpose regarding our earth is stated. [Read scripture.] God purposed from outset that it would be man's home. [Read Gen. 1 28.] For how long? At Eccl. 1: 4 we are assured that it will be forever. Thus on reading about those who plan or would like to destroy and ruin our earth it is good to know Jehovah's purpose to turn the tables at Armageddon's battle. [Read Revelation 11: 18.] Thereafter paradise conditions will return to earth, with peace, health, etc., as foretold at Isaiah 35: 1, 2, 7.' Turn to chapter 22 in "Let God Be True" and show how chapter gives Scriptural proof of new-world conditions. Then make three-book offer.

After door closes publisher hears: "What was that?" One witnessed to replies: "It was a minister. My, what a wonderful sermon he gave!" "What did he say?" "He pointed out right from the Bible passages that the earth will not be destroyed by the H-bomb and that some day the earth is to be made into a paradise garden He surely knew what he was talking about." "Why didn't I call you? Hm-m-m, I was so interested in what he said about the Bible I didn't think of it."

**SCENE V (2 min.)** Chairman concludes with appropriate remarks about effectiveness of prepared Bible sermon presentations, and recommends that all publishers use this or other sermons in house-to-house witnessing, that householders may know the purpose of our call.

### Introducing the Good News

**SCENE I (2 min.)** Whether or not we gain a listening ear in house-to-house work often depends on our first spoken words. Introductions should be well thought out and prepared just as sermons. While a different introduction and sermon need not be given at every door, varied presentations at the disposal of a publisher equip him to witness effectively to all types of people in a territory.

**SCENE II (16 min.)** Four publishers meet at a brother's home for an informal gathering. They sit down and start talking about everyday matters. Then one suggests it would be pleasant and helpful to discuss the matter of approaching people at the doors and to get some ideas as to what introductions may be made. Others agree, saying, at times opening words to catch interest seem to be the hardest part of presentation. Brother then gets several different books, gives one to each and suggests a chapter be selected to be used as theme; from it select several key scriptures for a three- to eight-minute sermon, and then develop an interesting introduction leading into the talk and offer. Each prepares quickly and tries his hand at presenting a different introduction and sermon and concludes with current offer. (Make each of four presentations three minutes.) After each presentation, the rest offer suggestions or comments, particularly placing emphasis on the introduction.

Sample introductions and chapters such as the following may be used: "I am calling to help people toward a better and fuller life We all desire to live. Today, with so much destruction in the earth, life seems to be cheap. But not so with God. He counts life sacred. I should like to call your attention to the fact that God is going to preserve the lives of all righteous persons through the coming crisis." ("This Means Everlasting Life", chapter XXV) "I am a minister. It may seem strange to have a minister call on you, but the crisis that exists demands that we preach this way today." ("New Heavens and a New Earth", chapter XIX) "I am calling on you as a minister, not to bring you a new religion, but to help you to apply religion in your everyday life." ("What Has Religion Done for Mankind?" chapter XXVII) "The work I am doing is to turn the minds of the people toward positive thinking and a new outlook." ("Let God Be True", chapter XXVI)

**SCENE III (2 min.)** In conclusion conductor sums up need for effective introductions and the merits of publishers' taking advantage of occasions, such as the one demonstrated, to assist one another to become better and more effective ministers.

**UNITED STATES QUOTA FOR 1954**

**153,962 Publishers**

## Monthly Field Service Report

**June Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 312 | 145.4 | 55.3 | 5.9 |
| Pioneers | 5,344 | 91.9 | 29.2 | 4.0 |
| Vac. Pios. | 1,145 | 88.7 | 18.3 | 1.9 |
| Cong. Pubs. | 148,352 | 9.6 | 2.9 | .4 |
| Total Pubs. | 155,153 | | | |

**Public Meetings Held: 8,244**

## Actual Count

Two Stock Inventory forms are being sent to each congregation with this *Informant*. An actual-count inventory of stock is to be taken on September 1 and recorded on these forms accurately and completely. All pioneers associated with congregations will take a count of their stock and turn in to the congregation stock servant a signed slip showing how many books and 32- and 64-page booklets they have. The total for all pioneers associated with your congregation will be shown at the bottom of the Stock Inventory form. The congregation servant should check with the stock servant to see that the inventory is properly taken and give him help if necessary. Send the original to the Society not later than September 3 and retain the duplicate for your files.

## New Circuit and District Servant Talks

Starting September 5, 1954, circuit servants will give the public talk "Preparing Now to Live Forever." The new public talk to be given by the district servant at circuit assemblies starting in September is "Does God Really Care?"

**Take Flight . . .** *(Cont'd)*

5 Let all have a share in Kingdom service this final month of the service year, *and then report.* If you will be away from your congregation the last of August, arrange to send reports to the congregation. Do not become an irregular publisher by neglecting to report!

6 The two magazines that flash warning signals about the time of the end and tell the good news of the Kingdom continue to pour forth in an ever-increasing torrent as publishers distribute at least two copies each week. Utilize time before the congregation book study for magazine distribution in addition to sharing in Magazine Day activity.

7 As emphasized at the district assembly, the warning must be sounded! The modern counterpart of Jesus' prophecy is in existence. Urge persons of good will to take flight to the mountains with you, taking them by the hand, if necessary, to help speed their escape.

**Added Aids** *(Cont'd)*

issue of *Awake!* that each issue of the magazines has contained a public lecture. These public lectures, in addition to all the other fine articles, will direct the minds of people of good will toward the Kingdom. They are being especially prepared for the public. Use these added aids and regularly place your weekly quota of at least two magazines per publisher.

# Warning of Assault by Gog of Magog

## Zealous Preaching Activity Emphasizes Warning

1 Gog of Magog is preparing for his final, all-out assault on the New World society. (Ezek. 38:3, 4; 39:1, 2) Although outwardly appearing weak to the enemy Jehovah's New World society is the only place that offers genuine security and protection. Therefore Jehovah's servants must not only be alert to Gog's coming assault, but must sound the warning and invite persons of good will into the domain of the New World society.

2 September starts the new service year. Plan to share in the warning work every month. All congregations will continue to arrange for the training of those needing assistance in any feature of service. During September all publishers will want to share in offering the *New World Translation* of either the Greek or Hebrew Scriptures and a book on a contribution of $2.

## Finding Greater Happiness

1 "Urgently need five cartons *'New Heavens and a New Earth'*. Publishers going from door to door more than anticipated. We are completely out. Publishers findingrgreater happiness."

2 This telegram received by the Society well expresses the great happiness and joy Kingdom publishers everywhere are having in using the Bible and giving three- to eight-minute sermons. More and more publishers are doing so with telling effect, as shown in our May report when the offer was the book *"New Heavens and a New Earth"*.

| | Pubs. | Books |
|---|---|---|
| Special pioneers | 327 | 7,569 |
| Pioneers | 5,276 | 62,562 |
| Vacation pioneers | 403 | 5,762 |
| Cong. Publishers | 151,211 | 178,495 |
| Total | 157,217 | 254,388 |

3 Hours spent in field service go by so quickly when using the Bible and giving sermons from house to house that time and again publishers are heard to say: "What! Have two hours gone by already? Let's work some more!"

4 Keep on arranging to spend two or more hours each Sunday morning in house-to-house work and then an additional hour or so making back-calls. Your happiness in doing so will be great!

3 Interest can be stimulated by reading scriptures used in your three- to eight-minute sermons right from your personal copy of the Greek or Hebrew volume of the *New World Translation*. Then bring out a fresh copy of the Bible and present it with a book to the householder. Doing this will enable us to demonstrate to the householder the value of the *New World Translation*.

4 Be sure to call back on all placements, treating each back-call as a *potential* sheep. Be *prepared to give* a ten- to fifteen-minute sermon at each back-call and make your goal the starting of a home Bible study.

**"Make Sure of All Things"**

**2nd week:**

Caesar's Things to Caesar (Pages 50-53)

Demonstration: Publisher encounters politician who charges Jehovah's witnesses are not good citizens. Tactfully publisher clarifies a Christian's stand by explaining from Scriptures how worldly rulers are respected and their laws obeyed—except where a Christian's life, worship and allegiance to God are involved.

**4th week:**

Caste System (Pages 54-57)

Discourse highlighting (1) God does not favor family or class distinction, (2) his arrangements for nation of Israel, (3) clergy are not to be elevated, (4) cliques and classes in Christian congregation forbidden, (5) Christians are not social reformers, but living as New World society set proper example for others.

# CONGREGATION ORGANIZATION

### Fulfilling Training-Program Assignments

1 The over-all purpose of the training program is to build up the efficiency in field service so that all publishers are effective and regular house-to-house publishers. Organization and supervision of the training program are very important, but actual results come from fulfillment of individual training-program assignments. The mature publisher assigned to assist another publisher, or possibly two, must make definite arrangements to work with him regularly.

2 First the two publishers should discuss a schedule for field service that will be suitable to both. Barring unforeseen circumstances, both should be able to be at the Sunday morning contact for group witnessing. At least two hours of house-to-house preaching and an hour or so of back-call activity will get the week off to a good start. Then some time can be devoted to magazine or booklet work before the congregation book study during the week. An evening can be arranged for back-calls; and on Magazine Day, particularly, house-to-house and store-to-store work can be engaged in. Both should make adjustments so as to work together several times a week, or as often as possible in the various features of the service.

3 During the time that they work together, periodically and at appropriate places, the mature publisher will suggest points for improvement and can demonstrate as he goes along. As pointed out in paragraph four of the article, Training-Program Assignments, in the June *Informant*, it will not be necessary for both publishers to work together during the entire time they are in the field.

4 This training will be carried over into the back-call and home Bible study activity also. As interest is located, the more mature publisher should give assistance in following this up and help the less experienced publisher to turn effective back-calls into home Bible studies. They should work together in preparing three- to eight-minute sermons and preparing for effective back-calls and studies. This provides a wonderful opportunity for publishers to learn how to prepare for field work, and then to see the actual results in the field. Under the training program the assistance of a more mature publisher helps one to learn quicker and to become more effective.

5 The assignments may continue in effect for several months, depending on the need of the publisher receiving assistance. As soon as a publisher has progressed to the point where he can effectively witness at the doors and conduct back-calls and studies properly, an adjustment can be made by the circuit servant or congregation servant so that the more mature publisher can assist another who needs help. Possibly the publisher who was receiving help could then be used to help others in the training program. The training program is, therefore, progressive and adaptable to the needs of each congregation. Are you as a servant, a congregation book study conductor, a pioneer or a congregation publisher supporting it fully?

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

SEPTEMBER, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Warning of Assault by Gog of Magog

## Sound the Warning and Help Others to Safety

### Bible-and-Book Offer

1 Jehovah's organization is increasing by leaps and bounds. Like an unwalled city it swells and expands. Gog, Satan the Devil, and his wicked forces now see this prosperous condition along with what appears to him to be a weak and indefensible position. With gathering rage he organizes his forces for the attack, being lured irresistibly to his own destruction; for Jehovah will fight for his people.—Ezek. 38:3, 4; 39:1, 2.

2 Since Jehovah's witnesses have already been warned of the attack, they desire to work zealously from house to house spreading the warning and preaching good news from the Bible. Let all start the new service year right by engaging in house-to-house service offering the *New World Translation of the Christian Greek Scriptures* or the *New World Translation of the Hebrew Scriptures* with one book for a $2 contribution.

3 By now effective three- to eight-minute sermons have been developed by most publishers. This month will prove to be an opportune one for using the Bible in our sermons, for scriptures can be read from the Bible being offered. It is suggested, though, that publishers use their personal copies of the Bible during the sermon and then produce a fresh copy for the householder. This will eliminate copies' getting soiled or dog-eared. Publishers assigned to work together should go over the sermon to be used before starting in the field so each one knows what the other is to do.

4 The purpose of our ministry is to help persons of good will to the place of safety with us in the theocratic land. This cannot be done by merely placing literature. Personal aid must be given through back-calls and home Bible studies. A well-prepared ten- to fifteen-minute back-call sermon will aid greatly in starting home Bi-

(*Continued on page 2, col. 2*)

# Prepare for Expansion!

## New Service Year Begins

1 Jehovah's forward-looking New World society looks to the 1955 service year to be one of great expansion. And it is sure to be, by Jehovah's undeserved loving-kindness, as each one of us does his part in contributing toward the expansion.

2 We are better equipped now than ever before to effectively minister to men of good will. The training program is progressing well and will accomplish great things as district and circuit servants, congregation servants, pioneers and publishers continue the good work being done through it. House-to-house work will go on expanding this year as more and more publishers become regular house-to-house preachers of the good news. And with more publishers going from house to house giving three- to eight-minute sermons and using the Bible, a greater number of good-will persons than ever before are going to give ear to the Kingdom message. Then as prepared back-calls are made more home Bible studies will be started, and more home Bible

(*Continued on page 3, col. 2*)

# "The New World Society in Action"

## Thousands Thrill *on Seeing Film*

1 During the months of May and June alone, 101,393 people thrilled on seeing "The New World Society in Action." This inspiring demonstration of Jehovah's earthly organization in operation has made deep, lasting impressions on publishers and people of good will alike. All want to see it—more than once—according to numerous reports and expressions pouring into the office.

2 What reaction has it had on strangers? A sister met a person in house-to-house work and invited her to see the film. She came and was so thrilled that the next day she came to the public meeting, bringing her neighbor and entire family. Another: The Jewish manager of a theater where the film was shown was prompted to tell his Protestant preacher friend: "You ought to come over and see this group in action! They have an idea of service that I have never seen any place else. They call themselves servants and they really mean it."

3 And what effect on persons of good will? One of many reports reads: "Before I saw the picture I thought Jehovah's witnesses were a small local group. Now I see that the organization is world-wide and growing by the minute . . . and what unity and love shown by one another!"

4 As for brothers, the following remarks from several sum up the sentiments of all: "To see all the work that goes into making magazines and books certainly has made me more alert to wisely use every piece of literature." "It did more than a thousand words to impress me with the unity within Jehovah's organization and the work that we have to do at this time." "It was a thrill to relive

(*Continued on page 3, col. 3*)

## Expand Your Ministry

1 When one is a congregation publisher he need only expand his ministry to become a pioneer. God's Word, the Bible, encourages *all* dedicated servants to expand your ministry that all men may note your progress. What better way, congregation publishers, is there for you to expand your ministry than by becoming a full-time pioneer minister?

2 So far this service year 3,869 publishers, varying in age from eight to eighty, have expanded their ministry by becoming vacation pioneers. This is the highest number ever to participate in vacation pioneer service. The Society would like to take this opportunity to say it is a pleasure to serve with each one of the vacation pioneers and to note the good work that they are doing.

3 While many vacation pioneers are of school age and soon will have to leave the pioneer ranks until next vacation, others, having tasted of this grand service, will want to con-

(*Continued on page 4, col. 1*)

## *Around the World with Jehovah's Witnesses*

### Following Through

On placing a piece of literature Jehovah's witnesses realize their ministry work is not completed. Good-will persons need help and it is up to the individual publisher to see that such help in new-world living is given by making return calls.

To emphasize the point, note the letter, on page 72 of the "Yearbook," that was slipped under the door of a Kingdom Hall. What a blessing some publisher missed by failing to follow through!

Outstanding progress has been made by publishers in French Equatorial Africa, who increased from 112 publishers in 1952 to 416 in 1953. A contributing factor: literature placements were followed up with persistency. (77, 78)

Should return calls be made even though literature is not placed? If circumstances warrant it, yes. A publisher in Syria now conducts a home Bible study where no literature was placed on the first call because the housewife said she "could not subscribe until she received permission from her husband." Follow-through calls brought results. (196)

Occasionally publishers are privileged to make special calls on good-will slips sent by the Society's office or by following through on other correspondence received. Publishers in Barbados know the importance of this and relate a most interesting experience. Their good theocratic recommendation is. "Follow up all interest and leave the results with Jehovah." (116) Are you doing this?

### Proper Love

Paul asks, at Romans chapter eight, "Who will separate us from the love of the Christ? Will tribulation or distress or persecution or hunger or nakedness or danger or sword?" (NW) Today with one accord, Jehovah's witnesses world-wide answer as did Paul in verses 38 and 39.

In Costa Rica, just before Memorial, religious opposition, among other things, resulted in a Kingdom Hall's being burned down, with complete loss of literature, records, etc. It was a blow meant to cripple Kingdom work and to throw fear into publishers and persons of good will. But it did not work out that way. The brothers had proper love and were richly blessed. (123, 129)

Publishers in Greece continue to be ill-treated by the government and encounter great opposition. But as true soldiers of Christ they keep on preaching and are privileged to help interested persons daily. (166)

Having proper love, mature publishers in Syria have not been gripped with fear and paralyzed into the state of inactivity by persecution. Though arrested, beaten and mistreated they are determined nothing will separate them from God's love. (195)

Upon being warned by a Catholic missionary that false prophets would come with Bibles in their hands calling themselves Jehovah's witnesses, a village chief in Togoland had a newly formed gathering of seventeen good-will persons beaten and dispersed. But the truth cannot be blocked. Now a congregation exists there and scores of people are manifesting interest. (212)

No report in this connection would be complete without mentioning our brothers who are preaching behind the Iron Curtain under very trying circumstances. (134-136; 161-162; 176-179; 233-235; 240; 269) Let us all continue to remember them in our prayers.

# *Presenting* THE GOOD NEWS

## To Those Who Say the Hebrew Scriptures Are Not Needed

[1] Oftentimes we speak to people who say the Greek Scriptures are sufficient for study and contend there is no need for the Hebrew Scriptures. When confronted with these expressions one might say:

[2] 'Though the Greek Scriptures, commonly referred to as the "New Testament," serve excellently in revealing many of God's purposes, yet in themselves they are not complete. All Bible books from Genesis to Revelation are inspired by God and none can rightly be ignored. Jesus, his apostles and his disciples did not reject the Hebrew Scriptures, rather they quoted and referred to them continually. When Jesus was tempted in the wilderness by the Devil (Luke 4) he quoted from the Hebrew Scriptures, such as Deuteronomy 8:3 and Exodus 20:3, both from the "Old Testament," to support his position. And in the sermon on the mount (Matt. 5-7) Jesus made twenty-one quotations from the Hebrew Scriptures. It is interesting to note also that at Romans 15:7-13 Paul quoted from Deuteronomy 32:43; Isaiah 11:1,10 and Psalm 18:49 and 117:1. In fact, from Matthew to Revelation a total of 365 direct quotations and about 375 allusions are made to the Hebrew Scriptures. So you can see that the Hebrew Scriptures and the Greek Scriptures supplement each other. The two of them make up God's complete Word, the Bible.'

[3] By resorting to logic, common sense and reason, we could also say: 'It would be impossible to get a full appreciation and understanding of God's purposes by relying solely on the Greek Scriptures. Without the Hebrew Scriptures how could one learn about our Creator? how he created the heavens and earth? about man and his downfall? and about the background to God's glorious arrangement to redeem fallen mankind? The Hebrew Scriptures are filled with information we need, as Paul tells us at 1 Corinthians 10:11. If we did not have the Hebrew Scriptures we could not understand many things in the Greek Scriptures. For example: In the 24th chapter of Matthew Jesus said that in the last days a disgusting thing spoken of by Daniel the prophet would arise to cause desolation. Without the book of Daniel to refer to we could not understand what Jesus had reference to. So we see both are necessary.'

[4] These and many other striking points can be used to show men of good will the importance of having and studying the Hebrew as well as the Greek Scriptures. (If you encounter people who are not familiar with the terms "Hebrew Scriptures" and "Greek Scriptures," then the common expressions "Old Testament" and "New Testament" may be used in clarifying the above.)

**Warning of Assault . . .** (*Cont'd*) ble studies. Each publisher should conduct *at least* one home Bible study. Does your congregation chart show an average of one Bible study?

[5] Now that the district assemblies are over we are much better equipped to effectively invite and assist others to the only place of security. Among other things, we learned how to increase magazine distribution. As suggested, during September arrange to engage in evening magazine work from service centers before the congregation book study as well as in regular Magazine Day activity, to reach and exceed our goal of two magazines a publisher each week.

[6] God has lovingly given us warning. Let us in turn show love for God by taking up the announcement of Gog's destruction and love for neighbor by inviting righteous-hearted ones into the only place of security in this time of the end.

## 1955-1956 Field Service Chart

Each congregation is being sent a new congregation chart covering the next two service years, beginning September 1, 1954. Included with each chart is an instruction sheet that describes how to obtain the proper figures to post on the chart. The assistant congregation servant should study this carefully before starting to work on the new chart.

## 1955 Service Year Supplies

Enclosed with this *Informant* for congregations are Monthly Report cards and a Congregation Progressive Report sheet. The following supplies will be sent direct to: Pioneers, Monthly Report cards and Daily Record sheets; Special pioneers, Monthly Report and Allowance Request forms and Daily Record sheets. Order all other supplies in the regular manner.

# YOUR SERVICE MEETING

### Where Can Improvement Be Made?

Publisher Record cards may be given to study conductors to pass out to publishers associated with their service center the evening this demonstration is put on. All cards should be gathered from publishers before the meeting is dismissed. Encourage all to attend this meeting by making special announcements.

**(20 Minutes)** Congregation committee briefly review congregation progress during year and make appropriate comments. One then suggests beginning of service year is good time for each publisher to analyze his card to see what he did during last twelve months and to note points where improvement can be made during coming year.

Assistant congregation servant reviews each monthly campaign, September Bible-and-book offer, October "Awake!" subscription, etc., as publishers check cards to note their month-by-month placements. Total books, booklets and subscriptions placed by congregation is given. Servants then make appropriate comments on use of three- to eight-minute sermons to increase placements and to give effective testimonies at door Were eight magazines placed each month or a hundred or more during the year? Servants give suggestions to increase magazine distribution.

Bible study servant then begins analysis of back-call work. How many back-calls are being made in comparison with placements? Are notations made so return calls can be made? Is back-call night supported and are calls being made after regular Sunday morning witnessing? Servants stress need for making prepared back-calls using ten-to fifteen-minute sermons. Then Bible-study activity is analyzed. Does congregation average one Bible study per publisher? Servants make suggestions and encourage more of the capable publishers to start having a part in home Bible-study activity One Bible study per publisher remains the goal.

Congregation servant takes up discussion of field hours and regularity in service. He gives the number of regular publishers and explains that a regular publisher is one who has preached and reported each of last six months. Does congregation average equal that of the nation? Servants can give suggestions for improvement, such as two hours or more in house-to-house work on Sunday and then an hour or so of back-calls, work from service center before congregation book study, mid-week contacts, etc.

Servants conclude discussion by outlining goal of congregation for coming year and that it includes reaching a 10 per cent increase by December and a 20 per cent peak by April. Publishers are encouraged to work closely with service center to which they are assigned, attending all congregation meetings, participating regularly in field work, and to work throughout the year with a purpose.

### Remembering Why We Called

**SCENE I (2 min.)** Conductor relates purpose of making back-calls. They are not social visits, but are made to help householder learn the truth. This is important, and minor interruptions should not sidetrack us from this purpose.

**SCENE II (7 min.)** Householder invites publisher in, turns off radio, which just gave latest news, and before publisher can say anything about the truth householder begins discussion of world conditions. Publisher joins in discussion. After a while publisher remarks, "Well, I stopped by to see you this evening to d i cuss God's kingdom." After a few sentences a young child *comes in and causes a disturbance.* Householder then talks about difficulties encountered when training children. Publisher sympathizes and lets householder talk on. Finally, publisher gets back to Bible theme, only to be interrupted by the arrival home of another member of the household. After introductions are made the new arrival *mentions the weather* and a general discussion of it follows, until publisher realizes it is time for him to leave.

**SCENE III (3 min.)** Conductor asks audience what could have been done to improve effectiveness. [Note: Be sure the point is made that publisher, not householder, should lead discussion, and that *interruptions should be overcome* by tactfully and alertly channeling discussion to the Bible.]

**SCENE IV (8 min.)** Same householder and publisher in same setting. In this instance, when householder mentions world conditions, publisher is alert to lead discussion by showing that world conditions fulfill Bible prophecies. This assures us that Kingdom promises will also be fulfilled. When young child comes in and householder complains that child training is difficult today, publisher agrees but shows importance of proper training, for delinquency must be overcome if they are to live in new world, where such conditions will not exist. When the other member of the family comes in and introductions are made, publisher takes initiative and tactfully leads discussion by telling the purpose of his call and the importance of all having more Bible knowledge. Publisher notices it is time to leave but is invited by both members of household to return for further discussions.

**SCENE V (3 min.)** Conductor remarks that publisher took advantage of each situation to keep discussion on the right subject. As a result householder was assisted to learn more of truth and has a desire to hear more.

## Prepare for Expansion *(Cont'd)*

studies will assuredly result in more Kingdom publishers.

[3] Is it not apparent, on reflecting just a moment or two and observing how Jehovah has streamlined and made our witnessing more effective, that he has done so to equip us to speed up the witness work? Time is getting short and there are yet many to be brought into the new-world domain. Jehovah's organization must be and now is in position to gather and care for them.

### 10 Per Cent by December; 20 Per Cent by April

[4] Again this year each congregation will work for a 10 per cent increase in publishers by December 31 and a 20 per cent peak by the end of April. Start now training and helping those with whom you conduct a study to have a part regularly in the ministry. Through the congregation book-study service center, make arrangements to assist all associated to share in field work every month.

[5] The year of 1955 will be a year of great activity. Do not let one thing, such as planning and attending an assembly in the United States or in Europe, overshadow all the other important things that we must accomplish. Preparing for them should not deprive you of privileges of service you have at home. Proper planning will enable you to enjoy both.

[6] Be a well-balanced publisher throughout the year. Attend all congregation meetings and have part in all features of the ministry. Do your part in contributing toward the expansion so you and your congregation will move forward in the greatest work on earth during 1955.

## 'The New World Society' *(Cont'd)*

the assembly at Yankee Stadium.' "I can see more than ever that Jehovah's New World society is an organization of workers: I know with application I can do much better in my personal ministry." "I will never forget what I saw."

### Attend Your Circuit Assembly

[5] When can you see it? Whether for the first time or again? By popular demand the Society has scheduled to show it at all circuit assemblies for the next six months. Come and enjoy this treat as well as all other features of the program.

[6] Beginning in September, among other outstanding things, the circuit assembly program will feature wholesome counsel on organizing the training program. Step by step you will see how it operates and how experience has shown that this is the most effective means of aiding publishers to grow to greater maturity and to become more effective in preaching the good news. Timely demonstrations and discourses are scheduled as well as field service. Be on hand at the opening of the assembly and enjoy all the sessions right up to the closing talk. Make a special effort to invite good-will persons to attend.

### Additional Use of the Film

[7] As opportunity affords it may be shown as an educational film to school groups, in hospitals and to other interested groups. Whenever possible and advisable an appropriate 20-minute talk should be given after the showing. These will be considered as public meetings. The one reading the script and giving the talk may report time for both when the showing is counted as a public meeting. The Society would appreciate receiving reports on any such showings.

[8] A special handbill to advertise the showing of "The New World Society in Action" has been prepared and may be ordered by use of the regular handbill order blank. If advertised with handbills the showings at Kingdom Halls and other places may be reported as public meetings.

# Daily Blessing the New World Sovereign's Name

## *Awake!* Campaign Month

What a unique privilege it is to bless Jehovah's name daily! Just think, before angels and men we can extol, praise and advertise the name and purposes of the new-world Sovereign. (Ps. 145:2) Jehovah's witnesses without letup use every means possible to speak well of him, knowing it is the right thing to do and brings Jehovah's favor.

During October new and old publishers alike will want to offer from house to house the foremost news magazine awake to world happenings and events. Yes, it is time for the *Awake!* campaign. The offer will be a year's subscription and three booklets for $1. Publishers will remit 90c for each new subscription. The quota will be at least one new subscription for each publisher and a minimum of four for pioneers.

Start preparing now to share in the month-long campaign. Develop an interesting three to eight-minute sermon on present-day conditions that allows for scriptures to be read from the Bible to support the points. By your showing the part *Awake!* plays in supplying vital information, good-will persons will be assisted to see the merits of this fine magazine. Continue to use your Bible in presenting *Awake!* just as with other campaign offers.

## Back Issues Wanted

The legal office has use for issues of the following publications: *The Watchtower*, issues of November 1, 1939, and June 15, 1941; *Consolation*, issue of October 30, 1940, and the booklet *Neutrality*. It would be appreciated if any extra copies of these could be sent to the Society's legal office, 124 Columbia Heights, Brooklyn 1, N. Y.

## Prepare for *Awake!* Campaign

Congregations wishing additional copies of October 8 and 22 issues of *Awake!* for use in the campaign are requested to fill out and submit the enclosed Magazine Distributors' order blanks as early in September as possible.

## Field Service Report

The August field service report is omitted so this *Informant* can be mailed during Bethel vacation. The report will appear in the October issue.

***"Make Sure of All Things"***

**2nd Week:**

Charitable Works (pages 57-60) Congregation discussion. Questions may be asked by chairman developing (1) Jehovah the greatest Giver, (2) give freely and unselfishly, (3) Christians' special responsibility to brothers and family, (4) spiritual giving most important, (5) wholehearted devotion must be given to Jehovah, (6) true religion shows concern for the poor

**4th Week:**

Communism (to p. 65, Amos 8:11) Demonstration: Brother and sister discuss world's trend toward communism. Wondering what "Make Sure of All Things" says, they take it and discuss a scripture or two under each subheading.

**Expand Your Ministry** *(Cont'd)*

tinue expanding their ministry by becoming regular pioneers. If you would like to become a regular pioneer, the Society, upon being advised, will be glad to assist you to expand your ministry by considering you for the regular pioneer service.

[4] None of Jehovah's witnesses are content just to drift along in the service of our God. At all times they want to expand their ministry, knowing it is pleasing to Jehovah. If you are unable to become a regular or vacation pioneer *right now*, then be a good congregation publisher. Serve Jehovah with the maximum time you can and work toward full-time service. As soon as you can do so, expand your ministry by becoming a pioneer. *Make Pioneering Your Goal!*

# CONGREGATION ORGANIZATION

## Identification Cards

[1] A number of cities now are making laws stating that any person who goes from house to house doing canvassing or other work must be identified. As a result publishers engaged in the house-to-house ministry in various parts of the United States are making request to the Society for identification cards to show to the police when they demand identification or registry with them. In view of this condition the Society has prepared an identification card that may be carried by qualified publishers and shown to police when the need arises.

[2] These identification cards will not be given out promiscuously. They are to be issued by the congregation servant to only publishers and pioneers who have symbolized their dedication by water baptism, and who engage regularly in house-to-house work and are capable of doing house-to-house witnessing alone. No exceptions should be made. This does not mean that persons who do not go from house to house cannot be publishers. They can, but as long as they have not symbolized their dedication and have not reached the point of going from house to house alone they are not eligible for this certificate.

[3] The purpose of this card is to provide identification that can be shown to the police establishing the fact that one is an ordained minister of God and a representative of the Watchtower Bible and Tract Society authorized to minister from house to house. The cards will not be needed in communities where there is no police interference. However, if all qualified publishers wish to carry these cards the Society has no objection. The advisability of providing cards locally will be left up to the discretion of the congregation servant.

[4] Congregation servants may order just the required number of cards. They should be filled out on the typewriter (1st line, name; 2nd line, street address; 3rd line, city and state), signed in ink by the presiding minister (congregation servant) and countersigned by the one holding the card in the presence of the presiding minister at the time it is issued. Notation should then be made on the Publisher's Record card that an identification card was issued. If a publisher moves from one congregation to another, he should surrender his old card to the congregation servant before leaving and get a new one from the congregation servant of the new congregation where he will be associated.

[5] An expiration date will appear on these cards; so it will be necessary to reissue them every two years. The Society will announce in the *Informant* when a new supply of cards may be ordered. Congregation servants may now order the number of identification cards needed at the rate of two cards for a penny. The cards are of a convenient size that may be carried in the wallet or purse. They should be kept neat and clean.

[6] The Society hopes this card will serve its intended purpose and will be of great benefit to the many publishers and congregations where the police are demanding identification.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

OCTOBER, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Daily Blessing the New World Sovereign's Name

## *Awake!* Campaign Quota: One Subscription for a Publisher

### Goal Well in Sight

1 Giving praise to Jehovah is pure pleasure! The happiness it gives us is multiplied by the time we spend in blessing his holy name. Daily service, then, is essential in bringing happiness to ourselves and joy to the heart of the new-world Sovereign.—Ps. 145:2.

2 Daily worshipers of Jehovah, always alert to keep Jehovah's name before the people, rejoice to share in the annual *Awake!* campaign. It is another opportunity to acquaint many more people with its excellent coverage of diversified fields and with its intimate review of global conditions, forewarning readers that only through God's kingdom will conditions earth-wide be permanently bettered. Specially selected articles of public interest will be carried in the October issues, in addition to the public lectures now contained in each issue of *Awake!*

3 During October offer the *Awake!* subscription and three booklets on a $1 contribution. The quota for each congregation publisher is one new subscription and for pioneers, four. As shown below, each year since 1951 we have been coming closer to meeting this quota.

| "Awake!" Campaign | Total Subscriptions | Per Cent of Quota Reached |
|---|---|---|
| 1951 | 65,430 | 54 |
| 1952 | 107,394 | 81 |
| 1953 | 133,466 | 91 |
| 1954 | ? ? ? | Working for 100 |

4 Yes, the 100 per cent goal is definitely within sight. Last year we were just nicely getting started with three- to eight-minute sermons when we obtained 133,466 new *Awake!* subscriptions. That is the highest number of subscriptions ever taken in a single month! Undoubtedly, this October will be even better, since *all* of us will be using three- to eight-minute sermons in our house-to-house ministry with the offer *all five* Sundays of the month. Spend at least two hours each Sunday morning in the house-to-house work and then an hour or so making back-calls. Midweek witnessing arrangements should also be made. With all of us doing our part, we shall far exceed our previous peak of 133,466 new subscriptions.

5 Engage, then, in this pure pleasure of blessing the new-world Sovereign's name in October. Tell others of *Awake!* and its excellent features. By doing so you will bring happiness to yourself and to others.

# Pioneers Recommend Pioneering

### Encouraging Words

1 "What a grand provision for all to enjoy!" "Many publishers here really appreciate the opportunity to pioneer. There is no finer way to spend time." Daily the Society receives such expressions from appreciative congregation publishers, regular and vacation pioneers of all ages. Whole families have written in for applications and some congregations write: "Arrangements are being made so that practically every publisher will pioneer some time during the year." One writes: "Thus far, we have 11 regular and 10 vacation pioneers. This makes our congregation of 59 publishers very happy."

2 Typical are these encouraging words from new pioneers: "My experiences the past weeks have been very happy ones. Just a taste, but, my, how refreshing! They've whetted my appetite for more." Another, "The many joys and blessings that Jehovah's service brings are greatly multiplied while pioneering. All publishers should take advantage of this arrangement. I *know* they will be glad they did." And, "I've always wanted to increase my service privileges. Here is the way." One writes, "Not just vacation pioneering for me—I want to be a regular pioneer from now on."

3 Inspiring and confident are the words from pioneers who have served for years: "Pioneering has taught me to have full confidence in Jehovah. It keeps me doing his will and leaves no time for nonessentials. It's been the happiest time of my life. I wouldn't trade it for anything." Another says, "It's a lifetime career without equal. Spending each day in service gives one peace of mind and pleasure, builds a keener appreciation for Jehovah's loving-kindness and makes one want to show gratitude." And this noteworthy one, "Jesus' words 'there is more happiness in giving' have certainly proved true. What a thrill to help others! My only regret is that I didn't start sooner."

4 The remaining time till Armageddon is limited. From now until then we are extended ministerial privi-

(*Continued on page 2, col. 3*)

# Meeting Attendance

### Attend Regularly

1 Attendance at all meetings of Jehovah's people today is very urgent. Next to the Bible *The Watchtower* is one of the most enlightening influences upon the earth. The study of it privately and with the congregation is indispensable. The service meeting and ministry school are likewise enlightening forces necessary to a broader vision and to equip each one of us for new-world living and theocratic service. Congregation book studies and public meetings are provided by Jehovah to give us greater understanding of Kingdom truths.

2 The great truths of the Kingdom and its requirements cannot be explored by us apart from our brothers. Jehovah never purposed that they should, for we are told that 'no prophecy is of private release' and 'not to forsake the gathering of ourselves together, as some have the custom, but encourage one another, and all the more so as the day draws near.' (2 Pet. 1:20 and Heb. 10:25, *NW*) With these points in view, let

(*Continued on page 2, col. 2,*)

## *Around the World with Jehovah's Witnesses*

### Means of Awakening

How will people call upon Jehovah if they are not preached to? All of Jehovah's witnesses know the answer to this question and therefore diligently arrange to share regularly in the preaching work and to present literature, knowing that through the spoken and printed explanation of the Scriptures many will be awakened to the truth.

From all walks and ways of life people of good will toward God are awaking to the truth. It is not the past that counts, but, rather, what one does upon learning the truth. You will enjoy reading what effect the truth had on a hardened criminal in Hawaii. (172)

Through the assistance of "Let God Be True" many thousands have been awakened to the truth. And it does not take long, as shown in the report from North Borneo. (245)

Even tracts can be used effectively. "Awake from Sleep!" was left with a lady in South Africa who was not too receptive. After reading the tract, what did the lady do? She immediately looked up the publisher to subscribe for "Awake!" (247)

And speaking of "Awake!" A man in Peru was so impressed with this magazine that he wrote a fine article about it and had it published in a prominent student paper. The result? Others were influenced to subscribe for "Awake!" (230)

Being awake ourselves and knowing the merits of "Awake!" we should all diligently present the subscription offer from house to house this month. It will be the means of awakening many.

### Youthful Witnesses

Does one have to be old in years to understand the truth? To take a firm stand? To preach? The 1954 "Yearbook of Jehovah's Witnesses" contains many fine reports showing that youthful witnesses are doing fine work and have Jehovah's blessing and favor as they share in the ministry.

In France three girls, 11, 15 and 17, learned the truth and started attending meetings. What happened? Read the interesting account on page 154 of how, among other things, they exasperated the village priest with their knowledge of the Bible to the point that the priest warned all his parishioners against listening to the truth spoken by an 11-year-old girl! Another fine example is found on page 196.

At the tender age of five a youthful witness in Nicaragua effectively told her grandmother why her speechless, sightless and deaf images are worthless. She is also able to witness alone at the doors. This is another good example of what results when parents assist their children to have a solid foundation for life in the new world. (207)

Youthful witnesses, are you regularly engaging in magazine activity? Have you tried starting a magazine route around your home? You can effectively take part in this feature of the ministry as shown by the example of other young ministers in Greece. (166)

All youthful witnesses should regularly attend meetings and be attentive during them so as to learn from them. Participate in them, too, as appropriate occasions are afforded and then be regular in the ministry by sharing in field service.

# *Presenting* THE GOOD NEWS

## With *Awake!*

[1] Uppermost in the minds of men today are the troubles in the world. This gives us a wonderful opportunity to develop pointed three- to eight-minute sermons based on world conditions, and when offering *Awake!* to point out that it covers world events along with many other fields of knowledge. As a basis for your theme you might use Luke 21 as follows:

[2] "Good morning! [Introduce yourselves.] We are calling on honest-hearted people today concerning the troubles on the earth. Needless to say, there are much wickedness, suffering and corruption throughout the world, and in almost every home there is unhappiness. All of us have wondered why these conditions exist and what the remedy might be. The Bible shows there is a reason for these troubles. Jesus spoke of such conditions afflicting mankind, at Luke 21:10, 11, [read and apply to events of last forty years]. In fact, he foretold that conditions would become so bad that heart disease (America's No. 1 killer) would increase, as verses 25 and 26 show. Seeing these things happening makes us want to understand *why* they are happening and what they all mean. In verse 31 Jesus said these troubles would mark the nearness of the Kingdom, for which we have prayed. All claiming to be Christians must now keep awake to world happenings and their meaning, for Jesus shows in verse 36 that the majority of mankind will be destroyed for failing to do so. To aid you in watching and keeping awake to world developments and their meaning, we are privileged to offer you this magazine *Awake!* on a year's subscription for just $1. . . ."

[3] Another might be: "I am making a friendly call on you with a message of comfort in these distressing times. No doubt in looking at conditions in the world today you realize the seriousness of this time period in which we are living and desire to know what hope there is for world peace. Under divine inspiration Jeremiah, a faithful prophet, in his prophecy at chapter 8, well outlined our condition today. Verse 15 reads: [read from Bible]. Notice, too, how the nations are fulfilling his words at Jeremiah 6:14. God assures us at Isaiah 9:6, 7 that his provision is for a government of permanent peace for righteous mankind. In order to gain true peace we need to be taught by Jehovah, as Isaiah 54:13 and Psalm 2:10-12 show. To aid people to be awake, not only to conditions of the world, but also the remedy—'God's government of peace'—I feel sure you will appreciate this timely journal entitled *Awake!* . . ."

[4] By participating in the house-to-house work often this month, using these or other pointed three- to eight-minute sermons at every door when making the *Awake!* subscription offer, it will be your good pleasure to assist many persons of good will to become regular readers of *Awake!*

**Meeting Attendance** (*Cont'd*)

us consider pertinent facts pertaining to our association with the meetings Jehovah has arranged for our welfare.

[3] Since January, 1954, on the average, approximately 47,000 (28 per cent) publishers have not attended the *Watchtower* study each week; 65,000 (38 per cent), the service meeting; 68,000 (40 per cent), the ministry school and 58,000 (34 per cent), the congregation book studies. These brothers love Jehovah but apparently do not realize that they are looking upon Jehovah's table with an attitude bordering on contempt. Attending meetings and participating in them are essential to theocratic well-being and proper Kingdom service.

[4] Jehovah's table is indispensable in this day of judgment. It is vital to our preservation and salvation and entry into the new world. Therefore, attend and participate in all meetings regularly. In this way you will grow to maturity in Jehovah.

**Pioneers Recommend . . .** (*Cont'd*)

leges no other human creatures have ever had, nor will have again. Do not linger or wait. Enjoy them to the full by becoming a pioneer. The Society will be happy to supply you with a pioneer application blank, regular or vacation, upon your request. Accept the good recommendations of those already pioneering. Become a pioneer!

## Coming Literature Offers

November and December: Three books and three booklets for a $1.50 contribution, or the *New World Translation* of either the Hebrew or the Greek Scriptures and a book for $2.

# YOUR SERVICE MEETING

### Know Your Magazine

The following two demonstrations are to assist all publishers to become familiar with the material in the October 8 and 22 issues of "Awake!" which will be used during the campaign. Consider the October 8 issue as early in October as possible and the October 22 issue two weeks later. Announcement should be made to the brothers well in advance so that all publishers may prepare to take part and benefit from the discussion.

**First Meeting:** A panel of "experts" on platform faces congregation, fully prepared to answer any questions propounded by audience. Questions asked should bring points to view that can be used in "Awake!" presentation. They should arouse interest and curiosity and create a desire in others to have more information, which an "Awake!" subscription will supply. Chairman will act as moderator and see that things are kept moving. He will call upon various ones so that as many as possible are given opportunity to take part. Quick and ready questions from the audience as well as prompt answers from the "panel" will allow for greatest coverage. Each "panel" member can be given a turn in rotation in answering questions, or raised hands can indicate readiness. The chairman should see to it that time spent and questions asked are properly proportioned so that each article gets some consideration. "Do You Know?" questions on page 28 of each issue may be used in addition to the ones publishers make up for this meeting. With answers brief and to the point, this meeting will be most lively, informative and beneficial to all in becoming acquainted with "Awake!" magazine used during the first part of the campaign.

**Second Meeting:** A brother will be assigned to prepare good, pointed questions on "Awake!" The audience will be told the week before to come prepared to answer questions on any article in the October 22 issue. A minimum of pausing will avoid loss of time and yield best results, so stress preparation. The brother should prepare some questions on each article. Interest can be added by calling upon the group seated on one side of the hall and then the other. With many brothers answering the questions, zest will be added to the part, making it absorbing and profitable. True and false statements can be asked periodically. Questions on detailed statistics or complex data are not necessary. Rather, use interesting points that publishers may use in presenting the magazine. With all publishers being thoroughly acquainted with the magazines used during the campaign and by all taking a full part in the house-to-house service, this will be the best "Awake!" campaign to date.

### Be Alert and Awake

October will undoubtedly be the best "Awake!" campaign to date. More publishers than ever before will take part in this campaign and all of us are better equipped than ever to present effectively this excellent magazine after giving a three- to eight-minute sermon. The keynote to successful witnessing during the month of October, as of all other months, is preparation. For best results prepare and practice your sermon before going into the field work.

**SCENE I (5 min.)** Mother and daughter (or son) in kitchen preparing Sunday breakfast discuss day's activities. Both look forward to using their sermons in the field, and comment on how many good experiences they have had using them. So that all can have a part in and stay longer in the service, mother has made preliminary preparations for Sunday dinner. She comments as to how much better it is to plan ahead this way so as not to have to stay at home Sunday morning while the rest are enjoying field service privileges.

**SCENE II (16 min.)** Father comes in at end of discussion and compliments his industrious wife. He is glad all have arranged to spend a portion of Sunday together in Jehovah's work. All sit down to table (conductor narrates while others pantomime consideration of text, prayer and the reading of a branch report). Then discussion turns to sermons for the day. Father asks mother what theme she is going to use; then he suggests that he act as householder and listen to her presentation. Mother gives a four-minute sermon from start to finish. Father offers a point or two of counsel and then asks his daughter to give one she has prepared. Mother acts as householder while father listens. Daughter gives a good three-minute sermon. Father makes a suggestion or two and then gives a five-minute sermon. In conclusion, as they leave the table and prepare to reach the contact point on time, father commends all for being well prepared to take part in the "Awake!" campaign.

**Conclusion: (3 min.)** Conductor points out the value of each one's preparing sermon in advance and then practicing the sermon before another and receiving suggestions. Being prepared gives one greater joy in the field and makes for a more effective presentation. Endeavor to use three- to eight-minute sermons at every door in presenting the "Awake!" subscription offer.

### *"Make Sure of All Things"*

**2nd Week:**

Communism (pages 65-67)

Back-call: Publisher makes return call on person who made the claim that the Bible supports communism. Publisher proves (1) that early Christian congregation was not communistic though members helped one another, (2) that each Christian was responsible to provide for his own household and did not covet another's property, (3) that Christians recognize God as supreme and do not try to overthrow governments and laws, (4) that Christians bring up their children in the discipline and the authoritative advice of Jehovah.

**4th Week:**

Confession (pages 67-70)

During home Bible study a Catholic person brings up question on confession. On concluding study, publisher starts on page 68 and clarifies how and through whom Christians are to make confession for shortcomings and sins, and sums up with definition and origin of unscriptural practice of confessing to priests.

## Congregation Publisher's Record Cards

When congregation publishers move to another locality, they should take their Publisher's Record card with them and give it to the new congregation servant. Also, as far in advance as possible, they should send the Society a change of address for personal *Watchtower* and *Awake!* subscriptions, giving both old and new addresses.

## Promptly Handle New Subscriptions

To provide new subscribers with good service it is necessary for subscription slips to be sent to the Society's office promptly. Publishers are requested to turn in immediately all new subscription slips to the accounts servant. He will carefully check each slip to see that it has been properly filled out. The complete name and address of subscribers should be given. Do not abbreviate the name of the city or the street. As the zone number is very important, please see that it is given correctly. Congregation servants are requested to see that subscription slips are sent promptly to the Society each week.

## New Arrangement for Ordering Bound Volumes

It will not be necessary for congregations and individual publishers to place orders for bound volumes of the *Watchtower* and *Awake!* magazines a year in advance as heretofore. Starting with the 1955 volumes please do not submit an order for these volumes until advised to do so by an announcement in the *Informant*, which will be made about November or December of 1955. It will be appreciated if publishers order volumes through the congregation, so all orders for a congregation can be combined. The cost for a volume remains $2. When you have sent in an order for volumes and your address changes before the order is filled, please be sure to send in your change of address for mailing the volumes ordered.

## Publications Now Available

**Booklets**

*God's Way Is Love* —Arabic, Portuguese

*The Joy of All the People*—Douala

**Tracts**

*What Do Jehovah's Witnesses Believe?* (T1) —French, Indonesian

*Hell-Fire* (T2) —French

*Jehovah's Witnesses, Communists or Christians?* (T3) —French

*"Awake from Sleep!"* (T4) —French

*Hope for the Dead* (T5) —French, Indonesian

*The Trinity—Divine Mystery or Pagan Myth?* (T6) —French

*How Valuable Is the Bible?* (T7) —French, Greek

*Life in a New World* (T8) —French

# Aiding "the Desire of All Nations" to Come In

## Follow Up All Placements and Start Bible Studies

[1] Jehovah is now giving the nations of this world a shaking from which they will never recover. One of the chief means is by having the good news of his kingdom preached as a witness to all nations. And with what telling effect? Jehovah is drawing the desirable ones from all nations to fill his house of worship with glory and praise.—Hag. 2:7.

[2] Continued preaching will aid many, many more desirable ones. You may help others during November by presenting one of the following offers: Three books and three booklets for a $1.50 contribution, or the *New World Translation* of either the Hebrew or the Greek Scriptures along with a book for a $2 contribution. Each publisher may select the combination of his choice. Prepare and use three- to eight-minute sermons to stimulate greater interest.

[3] A definite record should be made of all placements. Then make back-calls to encourage further investigation and study. A prepared ten- to fifteen-minute sermon expanding on what was discussed or placed on the initial call is an excellent means to build up the original interest and lends greater effectiveness to return calls. Endeavor to develop back-calls into Bible studies. Remember our goal: Every publisher conducting at least one Bible study. Also, let us keep in mind the quota of each publisher: the placing of at least two magazines each week.

[4] The work of gathering the desirable ones from all nations continues to grow and expand. A vast multitude now fills Jehovah's house with glory and praise. Share now in aiding unnumbered others to come into the blessed surroundings of Jehovah's organization and to add their voices to his further glory and praise.

## Continue Studying the Book *"New Heavens and a New Earth"*

Many congregation book study groups are nearing the completion of their study of our latest study aid *"New Heavens and a New Earth"*. This book contains so much valuable information that the Society suggests it be thoroughly studied at congregation book studies at least twice, after which one of the following books may be studied again: *What Has Religion Done for Mankind? "This Means Everlasting Life"*, *"Let God Be True"*.

## Well Done Kingdom Publishers!

At the district assemblies it was announced that our July and August reports would have to average 157,761 publishers to meet the 10 per cent average increase set for the 1954 service year. "We Made It!" as you will see below. Well done, Kingdom publishers!

**UNITED STATES QUOTA FOR 1954**
**153,962 Publishers**

## Monthly Field Service Report

**July Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 313 | 140.7 | 52.8 | 6.1 |
| Pioneers | 5,565 | 89.9 | 26.8 | 3.7 |
| Vac. Pios. | 2,163 | 89.0 | 15.5 | 1.5 |
| Cong. Pubs. | 149,476 | 9.8 | 2.7 | .4 |
| Total Pubs. | 157,517 | | | |

Public Meetings Held: 7,654

**August Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 362 | 133.9 | 47.7 | 5.2 |
| Pioneers | 5,280 | 93.8 | 29.4 | 3.9 |
| Vac. Pios. | 1,690 | 85.4 | 17.3 | 1.7 |
| Cong. Pubs. | 150,753 | 10.2 | 2.9 | .4 |
| Total Pubs. | 158,085 | | | |

Public Meetings Held: 8,785

# CONGREGATION ORGANIZATION

## Progressive Arrangements for Giving Assistance

[1] For over a year now, in accord with arrangements made during the circuit servant's visit, mature publishers have been assisting other publishers. It is a joy to observe how well the arrangements are being established in the congregations and supported by publishers wholeheartedly co-operating.

[2] In order to keep abreast with the progress being made, circuit servants will make adjustments at the proper time to keep progressive arrangements in operation at all times. After serving a congregation several times the circuit servant should not spend all his time working with those who are already assigned to assist others and who are doing good work. He should work with those who have progressed to the point where they possibly qualify to assist another and with those who are assigned to assist others but who may still need help themselves. Other available time will be spent working with publishers who attend the service center.

[3] As heretofore, congregation servants will supply circuit servants with a list of all congregation book studies and publishers assigned to each. He will recommend which studies the circuit servant is to work with and show which publishers he feels to be qualified to assist others but who have not been assigned as yet to do so. He will also show who have been assigned and then indicate who, if any, among those assigned to assist others could use further assistance themselves. (Circuit servants will continue to check personally Publisher's Record cards for detailed information, on arrival at congregation.) The congregation servant will also show which publishers will be available to work with the circuit servant in the morning and in the afternoon. This is to be done for each day of his visit. With congregation servants diligently supplying this most important information the circuit servant is able to spend time most effectively during the entire week with the publishers.

[4] In harmony with the June, 1954, *Informant*, the circuit servant should make definite arrangements for two publishers to work together. Wherever possible he will get the two publishers together and discuss what is required. Occasionally it may be necessary to assign a publisher to assist another where the opportunity is not afforded to get them together privately to discuss the assignment. In this case the assignment should be made and the congregation servant given the responsibility to see personally that the two publishers understand the arrangement. By making assignments during the week rather than waiting until Sunday evening, the circuit servant will be able, in most cases, to get the publishers together himself and discuss arrangements.

[5] The circuit servant should make a thorough examination of the training program each time he serves a congregation and then make whatever adjustments he may find necessary to ensure greater progress. It should not be necessary for the circuit servant to make major adjustments in the basic setup each time he serves a congregation, but adjustments can be made in individual assignments when necessary to keep the program progressive.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

NOVEMBER, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Aiding "the Desire of All Nations" to Come In

## Grand Increase to Continue

### Share in All Field Service

1 "Have the desirable things . . . of all nations come in?" This was the timely query placed by Brother Franz before 131,419 assembled at Yankee Stadium in 1953. Then came his thrilling invitation to those of the anointed remnant in attendance: "Lift up your eyes and sweep them about this vast structure of Yankee Stadium and behold the tens on tens of thousands of people of good will from scores of nations and languages." The significance of this stirring spectacle was made known with the ringing declaration that there was "the answer of Jehovah of hosts to the question." Yes, "the desire of all nations" had come in, with the bright prospect of many more precious ones joining the happy throng in further fulfillment of Haggai 2:7.

2 Desiring to share in aiding the remaining desirable ones of all nations to come in, Jehovah's witnesses world-wide will preach at every opportunity during November. Publishers may use the offer of their choice, as follows: Three books and three booklets on a contribution of $1.50 or the *New World Translation* of either the Hebrew or the Greek Scriptures and a book on a contribution of $2. Regardless of the offer used, all publishers will want to use their Bibles in giving appropriate three- to eight-minute sermons.

#### An Additional Opportunity

3 "Thanksgiving Day" opens an added opportunity for many publishers to enjoy field service privileges. Most brothers will be free from their secular jobs. The day may well be completely dedicated by all to field service. It is suggested that each congregation make special group witnessing arrangements "Thanksgiving Day." Many congregations that have done so have written in unusual experiences. This year the Society would like to receive from congregation servants any report they might like to make covering outstanding field service results or unusual experiences publishers might have witnessing "Thanksgiving Day."

#### Back-Call, Home Bible Study Service

4 As highlighted in the article in this *Informant*—"Needed: More to Feed the Sheep"—back-call and home Bible study activity should be given greater attention. Are you spending at least two hours in house-to-house work on Sunday and then an hour or more making back-calls? And, of course, with our goal being home Bible studies, why not conduct a home Bible study following the back-call work? This will enable you to take part in house-to-house witnessing, then make some back-calls and end your field service for the day with a Bible study. Attending the public talk and *Watchtower* study thereafter will round out a wholesome day of theocratic activity. This good schedule is recommended for all.

(*Continued on page 2, col. 3*)

### 1955 *Yearbook* and Calendar

Orders may be placed now for the 1955 *Yearbook* and calendar. The *Yearbook* is 50 cents a copy. Calendars are 25 cents each, or five or more to one address for 20 cents each. Publishers are requested to order through the congregation. Pioneers on the list before July 1, 1954, should register with the congregation stock servant to receive a free copy of the *Yearbook*. The stock servant will keep this list and take it into consideration when ordering the congregation supply of the *Yearbook*. He will check off the names of pioneers as he gives out copies. Congregations will submit a Literature Credit Request form the usual way for copies of the *Yearbook* placed with pioneers. Pioneers not associated with a congregation will receive their *Yearbook* direct from the Society, if eligible. Pioneers starting on or after July 1, 1954, will not be eligible for a free copy of the *Yearbook*.

# Needed: More to Feed the Sheep

## Increase Back-Call and Bible Study Activity

1 During the last two years particular stress has been given to our goal: "Every publisher a regular house-to-house preacher of good news." In virtually every congregation splendid progress has been made as you brothers have seen the need for more house-to-house service and have responded to the Society's call for greater activity. Approximately 80 per cent of the total publishers (which includes physically handicapped, newly interested ones, children, etc.) now engage in the house-to-house ministry, with the vast majority using three- to eight-minute sermons with good effect. It is very pleasing to observe the fine progress that has been made. Well done, publishers, pioneers and servants!

2 While all of us will want to continue engaging regularly in the house-to-house ministry, giving three- to eight-minute sermons and assisting others in this basic part of the ministry, we must continue expanding our ministry and give greater attention to the back-call and home Bible study work. The very purpose of our house-to-house ministry is to make placements so that return calls can be made to start home Bible studies. Therefore, in addition to continuing and improving the fine house-to-house work being done, let us increase our ministerial activity by devoting additional hours to the back-call and home Bible study service.

#### The Need Is Evident

3 Just what are the facts that point to the need for greater back-call and Bible study activity? The Society has made a spot check in a section of the United States where congregation averages (hours, back-calls and home Bible studies) are well above those for the nation. The result was this: Only *22 per cent* of the publishers engaged in back-call activity regularly. An additional *35 per cent* made a few

(*Continued on page 3, col. 3*)

## *Around the World with Jehovah's Witnesses*

### The Harvest Is Great

The harvest was great in Jesus' day but it is even greater today since he is enthroned as King. We are privileged to share in the harvest work by first planting and then by making return calls on interested persons, having in mind starting home Bible studies. Through these Bible studies more laborers for the joyful harvest result.

Another laborer in Belgium now enjoys a part in the harvest work through —yes—attending a home Bible study. His motive in first attending was not right, but his heart condition was, as you will read on page 99.

In Western Samoa much harvesting work is in progress. Preaching the good news of the Kingdom is relatively new there, but the interest is great. It is very common to arrange Bible studies with two or three persons and upon arrival to find ten to forty persons waiting, curious to hear Jehovah's Word. (94)

What arrangements can be made if conditions in a home will not permit a Bible study? Why, other suitable locations can be used—even a public park, as was done in Pakistan—with fine results. If people really wish to study, a tactful publisher can arrange a place for the study to be held. (225)

May a new publisher conduct home Bible studies? Most assuredly, and he should, as shown by what resulted in New Zealand. A new publisher there assisted a youthful Presbyterian to learn more Bible truth in two weeks than he had in going to church for years. So do not hold back, you who are new or you who have published for years. Conduct one or more home Bible studies and enjoy having a part in assisting others to share in the harvest. (205, 206)

### More Aided

In Proverbs 2:1-5 we read: 'If one seeks after knowledge and understanding as diligently as for silver and gold, then one will find the knowledge of God.' By faithfully carrying out their ministry Jehovah's witnesses, as shown in the "Yearbook," were privileged to aid many last year to find and understand the knowledge of God.

Even among the clergy? Yes, even a Roman Catholic priest in El Salvador. (148) Also, you will enjoy the report, on page 111, of the butcher in Britain who passed on to a church warden more Bible knowledge in a few minutes than he had heard in twenty-five years of churchgoing. The church warden is now able to aid others.

Continually seeking to aid more, Jehovah's witnesses call from house to house delivering three- to eight-minute sermons and endeavor to place with interested persons printed Bible sermons for further study. Many unusual experiences are encountered, such as that of a publisher in Eire. (112) Speaking of house-to-house work, can a territory be covered too often? Hardly, is the reply on page 118, which tells of two families (now publishers) who had not been properly contacted in territory covered several times a year. This brings to our attention again the need for keeping a House-to-House Record.

Some zealous brothers in Nyasaland wondered how they could aid European women to find the knowledge of God without offending them. They worked out a plan that was very effective and that has resulted in at least one more aiding others. (223)

# *Presenting* THE GOOD NEWS

## From the Hebrew Scriptures

[1] The months of November and December present Jehovah's witnesses with a wonderful opportunity to continue using Bible themes when presenting the *New World Translation* of the Hebrew or the Greek Scriptures. Scriptures used in three- to eight-minute sermons can effectively be read from the translation of the Bible we are trying to place. By now, each publisher has several sermons that may be used in presenting the Greek Scriptures. If you wish to present the Hebrew Scriptures you might use this one, which has the theme "Obedience Leads to Life":

[2] "Good morning. We are calling on people this morning with vital and comforting information. Today the earth is bathed in wickedness and suffering. Many people say that this is the way God purposed it to be and it will never be any different. Yet you, no doubt, have wondered if this is what a loving God has provided for his people and just why conditions are so bad today. To get an answer to these questions we can go right to God's Word, the Bible. In the very first chapter [read Genesis 1:28, 31] it shows man was given a good start. Where, then, did all this wickedness come from? The Bible tells us that man was disobedient and God sentenced him to death. [Read Genesis 3:19.]

[3] "As man multiplied upon the earth wickedness increased, and this displeased God. He said that such disobedient ones were not his children. [Read Deuteronomy 32:4, 5.] Jehovah showed he would not tolerate wickedness and disobedience forever. In fact, in Noah's day he destroyed all wicked flesh and preserved only obedient Noah and his family. [Read Genesis 6:5, 7.] You will recall Jesus said, referring to our time: 'As the days of Noah were, so the presence of the Son of man will be. [Read Matt. 24:37, *NW*.]

[4] "And just what, then, is the formula of success and long life? At Joshua 1:8 we read that it is daily studying God's Word, the Bible, and then obediently doing what he tells us. The clarity of this new up-to-date modern-language translation of the Bible and this book have enabled many people to gain a greater appreciation of God and how he has preserved all who obediently served him, and will continue to do so today."

[5] By using these or other scriptures in Volume I when presenting the Hebrew Scriptures, an effective testimony will be given and persons of good will will be impressed with the need to know and understand basic truths God has recorded in the first books of the Bible.

### *"Make Sure of All Things"*

**2nd Week**

Congregation of God (page 70 to Numbers 31 on page 75)

Discourse defining (1) congregation of God, (2) development of Israelite congregation, (3) how it pictured Christian congregation that would replace 'Jewish system of things,' (4) purpose of Christian congregation, (5) basis on which it is established, (6) achievements of new covenant and (7) administration of affairs on earth.

**4th Week**

Congregation of God (pages 75-78)

Discourse covering principle of community and congregation responsibility; need for clean, united organization; how to settle difficulties between individuals and how wrongdoers affecting the congregation are to be dealt with by congregation.

## Coming Literature Offers

January to April inclusive: *Watchtower* subscription for $1 with three booklets free. Increase your supply of *The Watchtower* to meet campaign needs by using enclosed Magazine Distributors' Order Blanks.

### "The Desire of All Nations" . . . (*Cont'd*)

[5] Opportunities for increased service are plenteous, including those on "Thanksgiving Day." By preparing and delivering three- to eight-minute sermons at the doors and ten- to fifteen-minute back-call sermons on revisits, taking part in home Bible study work and Magazine Day activity, attending all meetings and working toward a 10 per cent increase in December, you will be privileged to fulfill your desire to contribute toward the great gathering of the "desire of all nations."

UNITED STATES QUOTA FOR 1955
*169,366 Publishers*

## Monthly Field Service Report

September Report

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 363 | 143.4 | 54.3 | 5.9 |
| Pioneers | 5,413 | 91.7 | 29.7 | 3.9 |
| Vac. Pios. | 488 | 85.5 | 22.3 | 2.6 |
| Cong. Pubs. | 149,910 | 9.9 | 3.1 | .4 |
| Total Pubs. | 156,174 | | | |

Public Meetings Held: 9,071

# YOUR SERVICE MEETING

### The Right Attitude Toward Bible Studies

**(4 min.)** Bible study servant, speaking on need of each publisher's conducting a Bible study, points out that increase in New World society comes largely through regular, systematic care that good-will persons receive through studies. Most of us learned the truth this way and appreciated loving assistance rendered. Necessity is laid upon us to share knowledge with others. Much literature is placed, but records show that studies are conducted by only a few publishers (Local figures may be used here.) The right mental attitude toward weekly studies with persons of good will is required for each publisher to recognize his responsibility. Just last week this problem was discussed; watch what happened.

**(10 min.)** Bible study servant, returning from home Bible study just started, stops at a servant's home and finds family lounging before television set. After greetings he enthusiastically tells them of his joyful experience in starting new study and how others studied with are progressing and appreciate knowledge received. Then he relates sadly that he has found other good-will persons that would enjoy a study, but there are no publishers to care for them. Many brothers are capable, but they just are not conducting studies. He wonders if servant or his wife has any ideas on how publishers can be made to understand their responsibility toward conducting studies. Both sympathize with him and make expressions like these: All should feel and act upon responsibilities of feeding sheep through studies'; 'planting requires cultivating'; 'some put personal pleasures ahead of aiding others'; 'better budgeting of time might eliminate any real or imagined obstacles'; and 'publishers just do not recognize joy of helping "young children" grow.' Conversation concludes and Bible study servant leaves.

**(4 min.)** Brother asks wife when she last had study. Hesitatingly she recalls "it was quite some time ago." Brother shamefacedly mentions that he too has been lax in this and has not held a study for "nearly a year." Both express regret over their neglect and appreciate call of the Bible study servant, which has made them conscious of their shortcomings. He knows where he can start a study and she will take one from Bible study servant. Both will start studies right away.

**(2 min.)** Bible study servant sums up points. He suggests all do some soul-searching to see if they are neglecting their responsibility. He offers assistance if needed and encourages each to conduct at least one Bible study.

### Preparing and Using Back-Call Sermons

This demonstration, which will take up most of a service meeting, should be well-planned and rehearsed under the supervision of the congregation servant and Bible study servant. Make it effective.

**SCENE I (4 min.)** Introduction: Back-calls that will become Bible studies must be thought out and planned. Publisher must have the material he wishes to convey in mind and take the initiative on the call. Here is where ten- to fifteen-minute back-call sermons come in. Are they difficult to prepare and to use? Let us see.

**SCENE II (15 min.)** Bible study servant calls on No-Study, tactfully bringing out that he does well in service, makes good placements, but has no Bible studies and makes few back-calls. No-Study replies that he uses three- to eight-minute sermon at doors with success. How about back-call sermons? No, he has not prepared or tried them. Servant expresses need for return visits and starting of Bible studies. No-Study acknowledges need, then frankly states he does not know how to prepare ten- to fifteen-minute sermon. Servant suggests they prepare one to use. No-Study gets House-to-House Record and recalls sermon used in placing "New Heavens and a New Earth". (First sermon—"Your Service Meeting"—May "Informant") New-world theme was used; householder was particularly impressed with conditions to be on earth when Rev. 21: 1, 4, 5 reaches fulfillment. "Good," says servant. "That is our starting point then. Let's prepare a sermon using 'Make Sure of All Things'." Subject "Earth and Its Destiny" is used. Servant and No-Study develop the following very simple but forceful back-call sermon outlined by selecting points from "Make Sure of All Things".

Introduction: (Theme: New world, Rev. 21: 1, 4, 5)
1. God's purpose toward earth
   Gen. 1: 28; Isa. 45: 18
2. Literal earth to be permanent
   Ps. 78: 69; Eccl. 1: 4
3. What will be destroyed
   Isa. 13: 9; Rev. 11: 18; Jer. 25: 31, 33
4. Earth to be a paradise
   Isa. 35: 1, 2, 7
5. Man to enjoy perfection and blessings Isa. 33: 24; Ps. 46: 9

Conclusion: God's original purpose fulfilled Rev. 21: 1-5 (Lead into "New Heavens and a New Earth" book.)

Servant illustrates to No-Study how conclusion of sermon leads right into first paragraph of book and a study can be started. No-Study is amazed with simplicity of preparing sermon. Servant asks No-Study to accompany him on call.

**SCENE III (15 min.)** Bible study servant and No-Study call on "New Heavens and a New Earth" placement. Bible study servant uses outline in giving sermon; scriptures are read from Bible. On conclusion, first paragraph in book is referred to and considered in study manner. After another paragraph is discussed householder expresses appreciation for points learned. Alert servant suggests householder continue reading next few pages and says that they will return next week for further discussion. The result: A Bible study is started. After leaving, No-Study mentions to servant his appreciation for being assisted to prepare back-call sermon and to see how effective they are when used. Now he can enjoy preparing and using them on back-calls, just as he enjoys using sermons in house-to-house work

**SCENE IV (4 min.)** Summarize easy-to-prepare ten- to fifteen-minute back-call sermons, their effectiveness, need for all to use them and to increase back-call and home Bible study activity.

## Convention Travel

Ship reservation forms are now available. Write EUROPEAN CONVENTIONS, 124 Columbia Heights, Brooklyn 1, New York. Fares: $260 to $350 round trip. Departures will be about July 15, 1955; returning the latter part of August, 1955.

### Feed the Sheep *(Cont'd)*

back-calls irregularly during the six months and the remaining *43 per cent* of the publishers made no back-calls.

[4] And what does the analysis show for home Bible studies? Approximately *8 per cent* conduct home Bible studies each month, another *19 per cent* spasmodically, from time to time, leaving the very high percentage of *73 per cent* of all publishers, who do not engage in home Bible study work at all. These figures include all servants and congregation book study conductors, some of whom have not been sharing in Bible study work. Is it not evident, Kingdom publishers, that many more should be sharing in the back-call and Bible study work?

### Organizing for Greater Activity

[5] The sobering figures above, in which the Society feels all of you will be keenly interested because they apply to obligations resting upon every dedicated servant of Jehovah, bring to our attention the need for each publisher to consider carefully how he might improve and increase his back-call and Bible study work. It is these features of the service we shall want to build up during the coming months, *as we continue to maintain our very fine regular participation in house-to-house witnessing, using three- to eight-minute sermons.*

[6] It is suggested that all congregation servants and book study conductors in each congregation meet within a week or two after receipt of this *Informant* and discuss ways and means of coping with the problem of how back-call and Bible study work can be increased locally. It would be good for the congregation servant, assistant congregation servant and Bible study servant to get together to check the records carefully and discuss points that might be brought to the attention of the servants and study conductors at this meeting. Highlight back-call and Bible study work on the service meeting. Organize a regular back-call night from each service center. Arrange for an hour or so to be spent making back-calls on Sunday *after* two or more hours in regular house-to-house witnessing with the current offer. Back-call work can also be done during the week. Publishers assisting others in house-to-house work will assist those with whom they are working to make back-calls and conduct Bible studies. This is a vital part of the training program.

[7] With all servants, study conductors, pioneers and mature publishers supporting organized congregation

*(Continued on page 4, col. 1)*

# Living Now as a New World Society

## Strive for 10 Per Cent Increase in Publishers

[1] Centuries were used in preparing it! It is to be an everlasting praise to its Creator! Now we are living in it! What a grand privilege to be a part of the Society that is most precious to Jehovah and dear to the hearts of his servants. All who are in it will live forever to praise Jehovah. But it must be the most important thing in our lives. We must live *now* as a New World society. —Matt. 19:28, 29, *NW*, margin.

[2] An essential of living now as a New World society is accurate knowledge of its requirements. You have it; others need it to live. So plan your schedule for December to take that knowledge to all who want to learn of the way to life. Offer them three books and three booklets on a contribution of $1.50, or, if you prefer, a *New World Translation* (either Greek or Hebrew Scriptures) and a book for $2.

[3] Be sure to make a notation on your House-to-House Record of all interested persons that you find. Then make return visits to strengthen and stimulate their interest. Increase your back-call activity, remembering back-calls are steppingstones to Bible studies through which persons learn how to live as a New World society.

[4] Each congregation, as the local center of new-world living, will organize its activity during December to aid all associated to praise Jehovah during the month. To achieve our goal of a 10 per cent increase in publishers this month all must do their part. As a dedicated servant put forth an extra effort to make December an outstanding month of praise. By each one's appreciating his responsibility as a member of the New World society every congregation will be able to mark its December report, "We Made It!"

**Feed the Sheep** *(Cont'd)*

back-call and Bible study activity, before long many more publishers will expand their ministry to include these features of the service and thus be of greater assistance to the multitude whom they are privileged to assist into the New World society. Seeing this great need, let all of us increase our back-call and home Bible study activity. It will result in more of the other sheep being properly fed and nourished in the way of life.

[8] Month by month through the *Informant* the Society will continue to offer suggestions and counsel that will help all publishers as they expand their ministry, regularly sharing, not only in finding the sheep in house-to-house witnessing, but also in feeding those found, through the back-call and home Bible study work. Will you be one who responds to the need of the "other sheep"?

## 1954 Bound Volumes

A limited number of 1954 *Watchtower* and *Awake!* cloth-bound volumes are still available. If you desire one or both of these volumes please order right away. Each volume is available at $2.

## Vacation Pioneering

Do you have a vacation in December? If so, remember you can now be a vacation pioneer for two weeks. A vacation pioneer application will be sent to you on request.

# CONGREGATION ORGANIZATION

## Ten- to Fifteen-Minute Sermons on Back-Calls

[1] The primary purpose of our ministry, that of finding and feeding the Lord's other sheep, should never be lost sight of. That is why we devote time to house-to-house work. But our feeding work does not stop there. It has only begun. We plant the seed of God's Word when we give three- to eight-minute sermons, place literature or otherwise stimulate interest. We must cultivate this interest if it is to grow to maturity and in turn "bear fruit with endurance."—Luke 8:15, *NW*.

[2] How can we best follow up the interest shown? Ten- to fifteen-minute Bible sermons on back-calls are the answer! Just as we prepare to give three- to eight-minute sermons in door-to-door activity, preparation is needed before making return visits. First of all, a proper House-to-House Record must be kept of placements and outstanding interest. Brief notations can be made on it of the theme used in your three- to eight-minute sermon and of points of particular interest to the householder. With this basic information you can *prepare to make an effective back-call.*

### How It May Be Done

[3] Just as in preparing three- to eight-minute sermons, first of all select a theme on which to base your ten- to fifteen-minute sermons. You might use themes dealing with the Kingdom, destiny of the earth, educating ourselves on life, peace, etc. Some publishers have very effectively enlarged on the theme of their three- to eight-minute sermons, working in different scriptures so as to elaborate on the subject in which the householder showed interest. Where interest is expressed in a particular subject (meaning of world events, condition of the dead, etc.) prepare accordingly.

[4] With the subject in mind you will be able to select appropriate scriptures. Use "*Make Sure of All Things*" together with the Bible or other sources, such as *The Watchtower*, books and booklets of the Society, etc., for obtaining the information you wish. Generally, five to ten scriptures will suffice, depending on the subject and your comments. All that is necessary now is a few well-chosen introductory and concluding remarks. In concluding have in mind leading the interested person into one of the publications where more information on the subject is available. Often a study can be started on the first or second call.

[5] Use the Bible in giving ten- to fifteen-minute Bible sermons. You might make a brief outline and keep it handy for reference. In fact, since ten- to fifteen-minute sermons may be used more than once, just as three- to eight-minute sermons are, it is good to keep them. Start out with one or two and gradually build the number up so you have several to use. Ten- to fifteen-minute sermons are easy to prepare and a pleasure to use, just as the three- to eight-minute sermons are.

[6] In making return calls the publishers must tactfully lead the discussions for best results. So be prepared. "The heart of the righteous studieth to answer." (Prov. 15:28) Remember, your objective is making back-calls to start home Bible studies. The interest you stimulate on the first few calls will usually determine whether or not you will be able to start a home Bible study. Use your Bible effectively in giving ten- to fifteen-minute sermons on back-calls and thereby have a greater share in feeding the sheep that the Great Shepherd is gathering into his New World society today.

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★

# INFORMANT

DECEMBER, 1954 "Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB. BROOKLYN, N. Y.

# Living Now as a New World Society

## Will There Be 169,366 Publishers This Month?

### Special Magazine Day!

1 Where there is life, there is action. Jehovah's New World society is proof of that. Striving to live according to Jehovah's standard, we are united as a hard-working, right-living society preaching for his name's sake. Forsaking the lazy standards of the old world, we are busy living now as a New World society.—Matt. 19:28, 29, *NW*, margin.

#### New Publisher Peak

2 From the first of the month right on through the 31st, we shall keep busy in New World society activity. This is the month we want to report for our 10 per cent increase, "We made it!" To do so will require at least 169,366 public praisers! It means (1) each of us preaching, (2) assistance being rendered to the new and irregular, and (3) new publishers being started. How long have you been conducting a home Bible study? Is this the month to help the persons with whom you study to start offering to God a sacrifice of praise? —Heb. 13:15, *NW*.

3 With servants organizing activity as suggested in the Congregation Organization article and with all publishers working close together toward the goal 'Every publisher preaching this month,' indeed, by the end of December 169,366 or more will have shared in New World society service to Jehovah's praise. Congregation servants: On meeting the 10 per cent increase do not forget to write "We made it!" on your monthly report card.

4 During the month our regular offer will be the *New World Translation* of either the Hebrew or the Greek Scriptures and a book for $2, or three books and three booklets for $1.50. Though we may use the offer of our choice, each of us will be prepared to use effective three- to eight-minute sermons. Make return calls on all placements. As the November *Informant* stressed, we must feed the sheep through more back-calls and Bible studies. Are you sharing in

(*Continued on page 2, col. 2*)

## "This Good News of the Kingdom"

Just in time for use in the 17th annual *Watchtower* campaign comes the release of the new 32-page booklet *"This Good News of the Kingdom"*. It has been provided to supply Kingdom publishers with a booklet containing basic Kingdom truths to use in field service. This booklet will be gratefully received by persons of good will.

Each congregation is invited to order a supply of this booklet immediately, so that it will be on hand in time for use during the *Watchtower* campaign. Use this booklet and two older ones as the premium for each new *Watchtower* or *Awake!* subscriber. Endeavor to leave a copy at each home. If a subscription is not obtained a booklet can be placed for a small contribution. Make a notation of each booklet placement and make a return call, with the following in mind.

#### A New Feature

This booklet has questions covering each paragraph. It is a very easy booklet to study with interested persons. Having studied the material in the October 15 issue of *The Watch-*

(*Continued on page 2, col. 3*)

# "Preaching Together in Unity"

### New Booklet Effective January 1, 1955

1 It is a pleasure for the Society to announce the release of *Preaching Together in Unity.* This new booklet is to replace *Counsel on Theocratic Organization for Jehovah's Witnesses.* It will enable all Jehovah's people to work together in closer unity and to understand with greater clarity their relationship to one another as Jehovah continues to expand his New World society.

2 Preaching and working together in unity is the theme emphasized throughout the booklet. It is earth-wide in scope. It applies to all Jehovah's dedicated people in all lands, whether in congregations or as isolated individuals, for all are obligated to work unitedly in aiding people of good will to come to a clearer understanding of Jehovah's purposes. It will bring all Jehovah's witnesses up to date in all features of Kingdom work and enable all to see eye to eye as they work diligently to 'thoroughly accomplish the ministry.'

#### Study It Carefully

3 There are many changes and adjustments set forth in the booklet. Each servant and publisher should carefully note them. It is suggested that each dedicated publisher read his personal copy upon receipt. Congregation servants will arrange for a thorough consideration and discussion of the entire booklet on the service meeting. Publishers should be advised in advance when they are to bring their booklet and what portion is to be studied.

4 A few of the principal changes will be briefly presented, so that all congregations may put them into effect January 1.

5 *Servant Change:* The duties of

(*Continued on page 3, col. 2*)

## "Going to Europe?"

1 "Are you going to attend the European conventions in 1955?" During the last year this question has been a favored topic of theocratic discussion and will continue to be for the next few months. But not only is it a subject for discussion! Now is the time for action! Time is rapidly flying by! The European conventions are only eight months off. If you are going to attend, now is the time to decide and make definite plans and arrangements.

2 For over a year now the Society has been working to obtain sufficient travel accommodations for those going to Europe. However, to complete arrangements and make the accommodations definite, the Society must know the exact number of delegates going to Europe. Therefore, if you are going to Europe under the Society's arrangements, fill out a transportation application form and send it to the Society just as soon as pos-

(*Continued on page 2, col. 3*)

## *Around the World with Jehovah's Witnesses*

### Making Adjustments for Life

To have Jehovah's blessing and favor his worshipers must render clean and acceptable service. This requires not only preaching new-world living to others but also living it. (1 Cor. 6: 9, NW) The "Yearbook" contains many interesting accounts of the effort put forth by those loving Jehovah to make adjustments and live by his commands.

In compliance with the explanation of "The Watchtower," that in order to maintain Jehovah's spirit and expect increase it is vital to have a clean organization, letters covering common-law marriage were sent to congregations in Cuba. (130, 131) It meant difficulties and sacrifice to meet God's righteous requirements, but not one publisher had to be disfellowshiped because of rebelliousness. Publishers in Haiti (170, 171) and Puerto Rico (239) are making adjustments for life, to the amazement of many.

Should uncleanness be permitted? No! It was necessary to clean out considerable immorality in the British West Indies in 1952, but now fine progress is being made by Jehovah's clean worshipers. (114, 115) Also, see Sierra Leone. (241, 242)

Just what are individuals willing to do to comply with God's commands? When a crippled sister in British Honduras understood she had to make a choice between continuing a sinful life and living the truth, she happily selected the truth. (108) On pages 267, 181 and 182 you will read of publishers in Venezuela and Indonesia that made adjustments and are now living for the new world.

### Congregation Book Studies

Not only has the importance of this study in gaining Bible knowledge come to be appreciated greatly in recent years by Kingdom publishers, but its use as a center for service has also come to be appreciated. Therefore, the Society has arranged for circuit servants to visit and work from these centers.

Where they are being fully used and supported by publishers splendid results are in evidence. Take France, as an example. (153) Two hundred new studies were there organized in six months, resulting in 1,300 more persons attending and working from them. The branch servant writes that much of France's increase can be attributed to a better appreciation of the value of the congregation book studies.

From Finland comes the report that at the Society's suggestion more congregation book studies were started. An illustration of how persons of good will are assisted through these studies is found on page 150.

Congregation book study conductors are not only privileged to conduct an interesting and informative study but must also take a zealous lead in field work. All who are assigned to the study should be assisted regularly. Argentina (87), Nigeria (208), the United States (72) and Uruguay (265-266) all report grand progress by greater use of the congregation book study arrangement.

Congregation servants, is the congregation book study arrangement being fully utilized locally? Study conductors, are you taking the lead in service? Publishers, do you regularly attend the study and support field service contacts? Let all of us utilize this splendid arrangement more and more.

# *Presenting* THE GOOD NEWS

## Tactfully During December

[1] During December the minds of most people are turned to the "Christmas" celebration. Jehovah's people will be alert to use this occasion tactfully to turn the minds of those they contact toward new-world blessings. This can be done by preparing and giving three- to eight-minute sermons especially appropriate for this season. You might use the following in offering the *New World Translation of the Christian Greek Scriptures* or the *New World Translation of the Hebrew Scriptures* and a book:

[2] "Good morning. My name is Mr. ——. This time of the year most people try to get a little joy out of life. Troubles, yes, we all have them, but it is refreshing to let our minds turn to God and the provision of his Son, Christ Jesus. During this month many people show a little interest in the account of the birth of Jesus, and some in the words of the angel who made the announcement to the shepherds, saying, as shown at Luke 2: 10, 11 [read]. What does it mean that that joy 1,900 years ago was shared not only by shepherds but was extended even to the heavenly host, as the Bible account goes on to show at verses 13 and 14? [Read.] And why was this announcement such a joyous one? It was because they were looking forward to our day, when God's purpose to crush the one responsible for sin and world trouble, namely, Satan the Devil, would be accomplished, as written at 1 John 3: 8 [read]. Jesus is the one who will bring about the end of Satan and sin. But greater blessings are yet in store, for with the complete end of Satan full joy will be experienced by those living on the earth, as Revelation 21: 3, 4 tells [read]. This modern language translation of the Greek Scriptures and this Bible study aid book will assist you to consider these most important matters. You may have these two for the small contribution of $2." (Both volumes of the *New World Translation* may be offered for a $3 contribution, if you wish to make that offer.)

[3] After you complete your witness many householders will sincerely wish you holiday greetings. What may the tactful publisher say? Since you have completed your witness and are in the process of leaving, a brief comment like this will generally suffice: "Thank you. And may I wish you many hours of joy and happiness learning more about God's love and the blessings soon to be realized through his kingdom." If no literature was placed, then perhaps you might reply: "Thank you. And in parting may I give you this little tract *Life in a New World*." Other tracts may also be used.

## A New World Society *(Cont'd)*

these features of New World society service?

### Special Activity

[5] December 25 has been set aside as a special Magazine Day. Arrange for group witnessing to start as early as is practical and spend the day in house-to-house magazine work. Congregations should ascertain immediately the number of magazines they need for use on this special Magazine Day and send their order to the Society by air mail right away, so that magazines can be sent in time for the "holiday" work. A tremendous witness will be given if all publishers share in this activity. The Society would appreciate receiving outstanding experiences enjoyed on this special Magazine Day and reports and comments from congregations having high placements.

[6] Throughout the "holiday" period group witnessing should be organized so that young and old can energetically live now as a New World society and advance its interests during the time off that they have.

## "This Good News . . ." *(Cont'd)*

*tower*, all publishers will be well equipped to make back-calls and study it with others. It is the Society's hope that this booklet will open the way for many more back-calls and home Bible studies with persons of good will.

## "Going to Europe?" *(Cont'd)*

sible. This will enable the Society to know for exactly how many to plan transportation. Your early co-operation will help the Society to expedite travel arrangements for you.

[3] A number have asked: Will the Society accept deposits on reservations to Europe? The answer is: Yes; deposits will be accepted and reservations held, provided the Society is guaranteed full payment for travel by the end of February, 1955. Chartered-ship fares range from $260 to $350, round trip.

[4] So, if you are going to Europe, see your congregation servant for additional information and start now making definite arrangements to go.

# YOUR SERVICE MEETING

### Starting Bible Studies

The need for more Bible studies was highlighted in the November "Informant." How may they be started? Various ways, a few of which will be illustrated. The Bible study servant will act as chairman and see that the following three methods are clearly and simply presented to the congregation.

**SCENE I (7 min.)** Frequently a study can be started very easily when literature is first placed. Publishers and pioneers using the following method, when householder's time and circumstances permit, have had excellent results. Demonstrate: Publisher gives four-minute sermon and places literature. Alert publisher then asks householder if he has just a minute, so that publisher can demonstrate how the book may interestingly be considered. Householder invites publisher in. Turning to the front of the book, publisher points to the question at the bottom of the page, has it read, then has the paragraph read, after which the question is discussed. A few more paragraphs are briefly considered, to the householder's liking. Careful not to overstay his welcome, publisher tells householder he must leave but would like to return and continue very interesting discussion. Arrangements are made. Publisher encourages householder to read the next few pages before he returns.

**SCENE II (5 min.)** Bible study servant next explains that if householder above had not had time to invite publisher in when literature was placed, the publisher tactfully would have asked: "Well, then, may I call back and demonstrate how it may be used effectively by you?" On the back-call, after greeting and a few appropriate comments bearing on material in book to be considered, publisher proceeds to demonstrate use of book to householder, following same procedure as above.

**SCENE III (12 min.)** Bible study servant next explains that, while many studies can be started by using the above two methods, others will be started by following up placements with 10- to 15-minute back-call sermons. "Let God Be True" was placed with a householder who questioned the truthfulness of the Bible. Preparing for the back-call publisher remembered "Awake!" article "Why the Bible Is True." (October 8, 1954) From it he prepared a sermon that upon completion would lead into consideration of material in Chapter I of "Let God Be True". Have publisher give 10-minute sermon on why the Bible is true. On concluding his sermon he leads householder into consideration of Chapter I. After a few paragraphs are discussed publisher makes arrangements to return and continue discussion next week.

**CONCLUSION (2 min.)** Bible study servant encourages all seriously to consider starting and continuing home Bible studies. Being alert and taking the initiative as illustrated will aid you to start Bible studies.

### Overcoming Objections

**SCENE I (2 min.)** In a brief introduction conductor points out the need of constantly improving our ministry. When confronted with objections in our presentation at the doors instead of continuing, with negative results, we should try to overcome them.

**SCENE II (3 min.)** Faithful meets Mature, who is bubbling over with good experiences had in the service. Faithful is a bit discouraged because he found it difficult to give his sermon effectively that morning. He had given good preparation to the sermon, but was confronted with objections that made it difficult to finish the sermon at the doors. Faithful is invited by Mature to come to his home that evening so that they can discuss the problems with some other friends and work out solutions together.

**SCENE III (13 min.)** Group of four or five at Mature's home begins by relating brief field experiences. Mature mentions that some have encountered objections in the field and it would be well to discuss the objections, so that all can meet them effectively. (These can be taken up in an informal manner, with everyone in the group offering suggestions on the points raised.)

(1) "I agree with those at the World Council of Churches that said we should establish Christ's kingdom now." Refutation: 'Certainly all of us would like to see things better, but, since we know our hope is the Kingdom, we must know what God says about it in his Word, for the Kingdom hope originated with him. Since you are sincere in your interest, I know you will enjoy what is found in these few Bible texts: (John 18: 36; Ps. 2: 2, 9-11; 1 Cor. 4: 8; Dan. 7: 13, 14; 2: 44).'

(2) "How can you believe the Bible? It is so contradictory." Points in refutation: (a) 'What point in particular do you have in mind?' (Usually it is just a statement they have heard other people make, without proof.) (b) 'Perhaps I can point out one of those "contradictions" that was shown me. (Eccl. 1: 4 versus 2 Pet. 3: 7) The context in 2 Peter shows that it is the wicked system of things that will be destroyed and not the literal globe and heavenly bodies. When statements are lifted out of their context they often appear to be contradictory. However, the Bible contradicts, not itself, but the wrong ideas men have acquired.' (Other good points on these and other objections can be found in "Make Sure of All Things" and other books published by the Society.)

**SCENE IV (2 min.)** Conductor sums up, showing the need to become ever more effective in our ministry, to overcome objections and to return to sermon as quickly as possible to present "this good news of the kingdom" properly. Discuss service problems freely with other publishers and then work with your training-program partner to apply the good suggestions offered.

## "Preaching Together in Unity"

(*Cont'd*)

the territory and advertising servants have been combined. This servant will be known as the magazine-territory servant. After reading the duties set out for this servant the congregation committee will submit to the Society the names of the two brothers whom they recommend for this position, indicating first and second choices. If the circuit servant will be visiting your congregation before January 1, 1955, he will recommend a brother for this position on his report at the end of the visit.

6 *Pioneering:* Publishers applying for this service will fill out a pioneer application blank and give it to the congregation servant. He will show their month-by-month field service for the last year on the application and then the application will be considered by the committee. The application containing the above information and the committee's letter of recommendation will be forwarded to the Society by the congregation servant. When a pioneer is enrolled the Society will send the Pioneer Appointment letter in care of the congregation servant and notify the local congregation of the pioneer's appointment. Congregations will be kept advised of pioneer appointments and removals.

7 *Publisher's Record Cards:* This file will be arranged in two sections. One section is to contain, in alphabetical order, all Publisher's Record cards of dedicated publishers. The other section will contain, in alphabetical order, the records of persons who have not symbolized their dedication.

8 *Literature Check Sheet:* With this *Informant* a sample copy and small supply of this new form are being sent. (This form may now be ordered. The price is five cents for fifty copies.) It is believed that this form will be of great assistance to the literature servant as he carries out his duties.

9 *Back-Calls:* The booklet emphasizes the responsibility each publisher has to keep a record of and to follow up his literature and subscription placements. Therefore, it will not be necessary for the accounts servant to supply the Bible study servant with a copy of the subscription record sheet for subscription follow-up work, since the responsibility rests upon each publisher to see that this is properly done.

### Who Are Entitled to Copies

10 Congregation servants will see that only dedicated publishers are given a copy of this booklet. (No exceptions are to be made.) Publishers are to sign the booklet in the congregation servant's presence. An initial supply will be sent to each congregation. As additional copies are needed they may be ordered. Pioneers working with congregations will receive their individual copies from the congregation servant. Pioneers serving in isolated territory will receive a copy from the Society. Isolated publishers who have symbolized their dedication may request copies from the Society.

11 This booklet has been prepared by the Society to aid dedicated servants of Jehovah to preach together in unity. Let each of us, therefore, become familiar with its contents and apply the counsel in his individual ministry. If that is done the work will go along in peace, systematically and effectively, as a great witness is given to the praise of Jehovah's name by his united New World society's preaching together in unity.

# Bracing Up the Mind for New Nation Activity

## Prepare for *Watchtower* Campaign

[1] Behind us is the old world with corruption, greed and death. Before us lies the new world with life and its blessings. This is not a time to suffer a mental relapse into corruption. Our minds must stay renewed; our bent of thinking must be kept in line with the ever-advancing New World society. This can and will be accomplished if we brace up our minds for new-nation activity. —1 Pet. 1:13. *NW.*

[2] Now is the time to brace up our minds and prepare for coming activity. January will mark the beginning of the 17th annual *Watchtower* campaign. During the period from January through April the offer will be a year's subscription for the *Watchtower* with three booklets for $1. *Awake!* may also be offered and three booklets given with each new subscription. The new 32-page booklet *"This Good News of the Kingdom"* is to be included in each booklet combination. Publishers will remit 90 cents for each new *Watchtower* or *Awake!* subscription obtained during the campaign.

[3] Be sure that sufficient distributors' copies are ordered, that sermons are prepared and that you participate regularly in the house-to-house work, making the subscription offer. If you do, undoubtedly it will be your good pleasure as a publisher to obtain at least two new subscriptions and as a pioneer, sixteen.

### Get Off to a Good Start

[4] The campaign starts January 1, Saturday, which is a "holiday." Does this not mean each publisher can spend time Saturday and Sunday in the house-to-house service, making the subscription offer? With special group witnessing arrangements made by each congregation and supported by all publishers, the 17th *Watchtower* campaign will get off to a good start.

## Movie Film

Inquiries have been made whether extra sets of the film "The New World Society in Action" are available for local congregations and circuits to use in their territories. A reprint will be made for orders received on or before January 1, 1955. The cost is $200 a set and the money must accompany the order. A narration script is supplied with each set of film, which comes in five 400-foot reels, 16mm, double-perforated stock.

## New School Schedule

With this *Informant* a supply of the new ministry school schedule is being sent. A copy is to be supplied to each member of the congregation. There are several changes in the instructions, so it would be well for all to read them carefully and for the school servant to emphasize the changes at a meeting.

**UNITED STATES QUOTA FOR 1955**
**169,366 Publishers**

## Monthly Field Service Report

**October Report**

| | Pubs. | Av. Hrs. | Av. B-C | Av. Bi. St. |
|---|---|---|---|---|
| Sp'l Pios. | 331 | 144.4 | 55.4 | 6.5 |
| Pioneers | 5,398 | 93.7 | 30.8 | 4.0 |
| Vac. Pios. | 370 | 90.6 | 25.3 | 2.9 |
| Cong. Pubs. | 153,001 | 10.5 | 3.3 | .4 |
| Total Pubs. | 159,100 | | | |

Public Meetings Held: 10,763
Total Subscriptions: 138,021

## Legal Memorandum

All brothers who received Class I-O from local boards and, on appeal, Class I-A or I-A-O from the appeal board should write to Hayden Covington, 124 Columbia Heights, Brooklyn 1, New York, for a memorandum. You must enclose a self-addressed envelope with proper return postage on it.

***"Make Sure of All Things"***

**Creation**

**2nd Week:**

Creation (page 78 to Ps. 134:3 on page 81)

**4th Week:**

Creation (page 81, earth, to page 83) Both parts will be audience participation. Chairman will ask the audience one or more questions on each section, framing questions along this general line: 'What scripture would you use to answer . . .' For example: 'What scripture would you use to answer the question, "Was Jehovah ever alone?"' 'How would you answer the question, "How is it that Jehovah is the only Creator?"'

# CONGREGATION ORGANIZATION

## Working for a 10 Per Cent Increase

[1] During December all congregations will be working to reach their 10 per cent increase in publishers. To reach this goal will require each publisher to manifest to the full his appreciation for privileges of Kingdom service and also to take advantage of opportunities to assist others. Servants will need to organize congregation activity so that all publishers have a share in field service and new ones are started in the ministry.

[2] On the first of December the assistant congregation servant should prepare for each study conductor a list of those who did not report field service during November. Study conductors will arrange for immediate assistance to be given to these publishers.

[3] Let all associated share in the field service by the fifteenth of the month. At that time the assistant congregation servant will again check his records and see who have not yet published. In a spirit of love study conductors will be supplied another list. They will either arrange personally to give assistance to those who have been unable to publish up to that point in December or assign other mature brothers to do so.

[4] In addition to rendering assistance to theocratic companions under the training program, congregation arrangements should be made to assist all publishers to share in the ministry. This is vital, for some, especially persons of good will, may not be assigned to work with a companion. Study conductors and other publishers will need to lend a helping hand so that these are aided to share in making public declaration. This assistance, of course, should be given not only during December but regularly every month.

[5] This year we are in fine position to reach and even exceed our 10 per cent increase. The training program has aided many brothers to advance to maturity and become more effective in the field. The good news of the Kingdom has been preached with greater effectiveness, and persons of good will have responded in ever-increasing numbers. But full co-operation will be needed if we are to reach the 10 per cent increase by the end of December. Servants will need to organize congregation activity and take the lead in field service. The congregation servant should closely supervise arrangements made to aid all publishers, and each one of us as a publisher must co-operate and do his share. If we work diligently to share in theocratic increase, Jehovah gives the promise that he will bless our efforts to meet the desired goal. We look forward to receiving December's congregation monthly report cards and noting your happy expression: "We made it!"

★ **Every Publisher a Regular *House-to-House* Preacher of Good News!** ★